

2015 Small Business Government
Contracting Series

**RESPONDING TO A
GOVERNMENT SOLICITATION**

April 7, 2015



**Providing expert technical
assistance to
FEDERAL, STATE and LOCAL
GOVERNMENT
Contractors
And Subcontractors**

**A Procurement Technical
Assistance Center (PTAC)
Serving the Wisconsin Business
Community**

WPI Offices located at:

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10437 Innovation Drive, Suite 320

Milwaukee, WI 53226

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Juneau County Economic Development Corp.

122 Main St - Camp Douglas, WI 54618

608-427-2455 FAX: 608-427-2086

Western Dairyland EOC, Inc.

418 Wisconsin St. - Eau Claire WI 54703

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Fox Valley Technical College – DJ Bordini Center

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Racine County Economic Development Corporation – Launch Box

141 Main Street, Suite 2, Racine, WI 53403

414-270-3600 FAX: 414-270-3610

Madison Enterprise Center

100 S. Baldwin St., Madison, WI 53703

608-444-0047 FAX: 414-270-3610

Food Enterprise & Economic Development (FEED)

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608-444-0047 FAX: 414-270-3610

Wausau Region Chamber of Commerce

200 Washington Street, Wausau, WI 54403

920-456-9990 FAX: 414-270-3610

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8 WAYS A SHUTDOWN WOULD DAMAGE HOMELAND SECURITY



UPCOMING EVENTS

02/26/2015
FEDERAL PRIME CONTRACTOR GROUP MEETING
ST. FRANCIS (MILWAUKEE) »

03/03/2015
SMALL BUSINESS GOVERNMENT CONTRACTING
SERIES: SELLING TO THE DEPARTMENT OF VETERANS
AFFAIRS
WAUWATOSA »

03/04/2015
ACQUISITION HOUR: LEARNING ABOUT WAWF - IRAPT
WEBINAR »

03/09/2015
ENTERING THE GOVERNMENT MARKET - A PRIMER
RACINE »

03/11/2015
ACQUISITION HOUR: PREPARING FOR CSPR AUDIT
WEBINAR »

CURRENT OPPORTUNITIES (7)

GET STARTED WITH THE BASICS

Questions & answers on how to get started.

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Stay up-to-date with the latest WPI news.

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HAVE A QUESTION? WE'RE HERE TO HELP.

One of our staff of experts is available to answer your questions.

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SERVICES OFFERED BY WPI

- FREE Bid Matching Services
- Individual Counseling and Assistance
- Locating Local, State and Federal Opportunities
- Government Market Strategy Development
- Training in use of Government websites and tools
- Assistance with System for Award Management (SAM) Registration
- Assisting in Market Research Process
- Development of Market Profile
- Small Business Subcontracting Plans-Development, Outreach and Reporting
- Small Group Training
- Outreach and training with Local, State and Federal agencies
- Assist with Pre and Post Award Functions
- Assistance with Agency Specific Contracting Requirements
- Assistance with Contracting Regulations and Requirements, including FAR, DFAR, CFR
- Assistance with GSA Schedule Preparation and Administration
- Assistance with Local, State and Federal Certifications, including:
 - Service Disabled & Veteran Owned Small Business, HUBZone, Woman Owned Small Business, 8(a) Business Development Program
 - State
 - Local
 - DBE
- Bid Review and Submission Assistance
- Proposal and Assistance, Review and Submission Assistance
- Capabilities Statement and Related Government Marketing Material Development
- Assistance in Locating and Developing Teaming Partners and Subcontractors
- Updated Government Market Information

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What we will Cover Today

- Types of Solicitations and Documents
- Types of Contracts
- How to Organize Your Response
- What to submit

Types of Documents

- Request For Information (RFI)
- Request For Quotations (RFQ)
- Invitation For Bid (IFB)
- Request For Proposal (RFP)

Contract Types

- Fixed-Price Contract - including
 - Firm-Fixed Price
 - Fixed-Price Contract with Economic Price Adjustment
- Indefinite-Delivery Contract
 - Definite-Quantity Contract
 - Requirement Contract
 - Indefinite-Quantity Contract (IDIQ)
- Time & Material
- Cost Reimbursement - including
 - Cost Plus Incentive Fee
 - Cost Plus Award Fee
 - Cost Plus Fixed Fee
- Incentive Contract

See FAR 16

What Do I Do?

- Read solicitation document and make sure you understand it
- Contact Contracting Officer with any questions early in the process. Do not ask questions that are answered in the solicitation document and know when you are being a pest. There usually is a cut off on questions.
- Know what type of document it is (i.e. RFI/RFQ/RFP/IFB)
- FAR Provisions/Clauses are part of the solicitation. FAR Clauses are part of the contract. Referenced Provisions/Clauses have the same impact as those in full text.
- Respond to all elements of the document. Provide all information requested within the document.

What Do I Do?

- Do not promise anything you are unable to do. Only respond to items within firm's capabilities
- Offer a fair price
- Sign Offer
- Return all information and associated documents on time, in the correct format, to the correct location.

What Do I Return?

- Locate what documents Government expects you to return (i.e. proposal, solicitation document, descriptive literature)
- Submit in exact order as listed in the solicitation.
- Completed Signature Page
- Provide Contract Administration Information, as requested
- Pricing
- Bonding, if required

What is being Evaluated?

- Read solicitation document to determine what is being evaluated and the importance of the evaluation factors.
- Price – must be evaluated
- Technical capability
 - Delivery time
 - Key personnel
 - Management capability
 - Meet or exceeds requirement
- May also evaluate past performance, past experience, socio-economic ownership

How Can I Become More Competitive?

- Do market research - know your competition
- Provide longer warranty period or offer shorter delivery time, if appropriate
- Understand your cost
- Do not under estimate the government's requirement
- Do not exceed any page limitation listed as additional pages will not be considered.
- Gain understanding of contract terms and conditions.

Brand Name Requirements

- Understand the difference between Brand Name Only and Brand Name or Equal
- Brand Name Only – Government will only accept that item
- Brand Name or Equal – Government will accept an equal item. Look at document to determine what is an equal item. It may not be the same as the last document you responded to.
- Review Salient Characteristics – Product features the Government cannot live without
- If requested provide Descriptive Literature even if offering Brand Name item

Service Contract Work Statements

- Statement of Work (SOW) – clearly and concisely defines requirement of the specific work to be accomplished. May allow for some degree of performance flexibility.
- Performance Based Acquisitions – An acquisition structured around the results to be achieved as opposed to the manner by which the work is to be performed.

Performance Work Statement (PWS) – describes the required results in clear, specific and objective terms with measurable outcomes.

Statement of Objectives (SOO) – states overall performance objectives and provides maximum flexibility to each offeror to propose an innovative approach.

- After contract award how will the Government assess contract services provided.

Service Contract Labor Standards

Service Contracts are subject to the Service Contract Labor Standards (formerly known as the Service Contract Act).

Department of Labor Wage Determinations are included and they list the minimum wages and fringe benefits contractors must pay employees working on service contracts.

See FAR 22.10



Sample Document Language

SAMPLE 1

Technical Quotation: The technical quotation submitted in response to the solicitation must include a detailed narrative response to each of the items listed below. Offerors must provide sufficient information to demonstrate their ability to meet the Government's needs detailed in the Performance Work Statement (PWS) and include all necessary supporting documentation.

- 1) Offeror shall provide a narrative with supporting documentation that the provider(s) history and background in pathology indicates the provider(s) have a minimum of three years of experience in the field of pathology. Also explain provider(s) ability to interpret biopsy slides.
- 2) Offeror shall provide documentation of current license/ certifications from the Centers for Medicare and Medicaid Services, e.g., meeting the requirement of CLIA of 1988, The College of American Pathologists, and/or other state regulatory agencies, as appropriate, and as mandated by federal and state statutes.
- 3) Offeror shall provide a copy of all proposed provider(s) Curriculum Vitae (CV)/Resume.

SAMPLE 1 (Continued)

- 4) Offeror shall provide a copy of all current licenses/certifications of proposed provider(s).
- 5) Offeror shall provide evidence of Malpractice Insurance.
- 6) Offeror shall demonstrate that the offeror's address is within 20 miles of the Milwaukee VAMC, located at 5000 West National Avenue, Milwaukee, Wisconsin 53295.
- 7) Offeror shall provide a narrative of how the contractor will ensure a final report is provided within 4 business days and be available within 24 hours of a Milwaukee VAMC Staff Physician's request to discuss a specific slide interpretation.
- 8) Offeror shall provide a narrative of how patient sensitive information will be protected during the transport back to the Milwaukee VAMC (i.e., envelope, container, etc.).
- 9) Offeror shall identify a Contract Manager to assist the Milwaukee VAMC with the management and coordination of the contract and provide contact information including email address, telephone number, and fax number.

SAMPLE 2

How to Apply:

Page 1: Enter Company name in Block 17a. Enter DUNS number below.

- a. If you don't have DUNS number, go here: <http://fedgov.dnb.com/webform>
- b. Using DUNS number, you must have current registration at

<https://www.sam.gov/portal/SAM/#1>

Page 3: Fill out Company contact information.

Page 4: Provide all requested items under "Requirements" (paragraph c) with your submission.

Pages 5-6: Complete price schedule with your hourly rate, name of prospective consultants, availability and vet centers able to support.

Pages 7-8: Review expectations for consultant under "Performance Work Statement".

Page 9: Ensure "qualifications of personnel" in Paragraph 4 are met.

Page 38: Complete certification

Page 43: Answer questions at the top of page under 52.209-5 paragraph (b) (1) & (2).

Pages 44-56: Complete questions in 52.212-3. NOTE: This may also be electronically as part of www.sam.gov registration. You need only complete the questions on these pages OR have current Representatives and Certifications on www.sam.gov (not both).

Page 56: Review the criteria of how contractor(s) will be selected.

SAMPLE 2 (Continued)

Page 4: Provide all requested items under “Requirements” (paragraph c) with your submission. (From previous page)

Vendor is to submit a technical and price quotation. The vendor must submit the following documents with their offer:

Curriculum Vitae (CV)/Resume of the proposed service provider(s) of licensed clinical social worker or clinical psychologist

Copy of all current licenses/certifications of proposed service provider(s) highlighting minimum education of a Doctorate in Social Work or Psychology

Brief description of relevant experience (veteran or trauma focused case management) with references/points of contact

Evidence of Liability Insurance

Price Proposal

SAMPLE 3

REQUIRED DOCUMENTATION: Contractor shall email their quote to Ryan McMillin at Ryan.McMillin@va.gov.

1. Solicitation document with:
 - a. Contractor shall fill in the SF 1449 blocks 17a, 30a, 30b, and 30c.
 - b. Contractor shall fill in Pg. 2, 1(a).
 - c. Contractor shall fill in all unit and total costs under the SUPPLIES OR SERVICES PRICES/COSTS or submit separately the spreadsheet with line items costs filled in.
 - d. Contractor shall fill in all applicable fill-ins in Section E, Provisions.

2. Insurance, certifications, and documentation in accordance with the requirements within the performance work statement, **TO INCLUDE PROOF THAT OFFEROR HAS APPROVAL TO PROVIDE SERVICE REQUIRED LISTED IN THE SOW.**

3. **A STATEMENT OF CAPABILITY, NOT TO EXCEED 3 PAGES, ILLUSTRATING THE VENDOR'S ABILITY TO PROVIDE SERVICE REQUESTED IN SOW**

4. **A LIST OF ENTITIES (AT LEAST 3, PUBLIC OR PRIVATE) THAT THE VENDOR HAS SUPPLIED SIMILAR SERVICES FOR. THIS LIST SHOULD INCLUDE PHONE NUMBERS OF POC FOR THESE ENTITIES.**

5. Quote documentation in accordance with 52.212-2; Evaluation – Commercial Items

SAMPLE 4

Each quoter shall complete and submit the following forms, clauses, and statements with his/her quote. Failure to do so may cause your quote to be considered unacceptable.

1. Standard Form 1449
2. Schedule of Items/Contract Pricing
3. Business Management Questionnaire
4. Offeror's Representations and Certifications (Unless Provided in SAM)
5. Contractor Employee Qualification Documents

Mailed and hand-carried quotes must be delivered to the Contracting Officer at the address shown above no later than the time specified as the deadline for receipt of quotes. The official point of receipt for hand-carried quotes will be at the first floor reception area of the address listed above. Emailed quotes will be accepted in .pdf format only and will be deemed received at the time received as indicated on the email notification. Emails rejected by filters are not the responsibility of the government. Quotes received after the quote deadline will be handled in accordance with FAR 52.212-1(f). No faxed quotes will be accepted.

The Government intends to make a single award to a quoter, pursuant to an affirmative determination of responsibility, whose quote, conforming to the solicitation, is determined to be most advantageous to the Government, considering lowest price.

SAMPLE 5

- (4) Offerors shall submit their proposal(s) in the following format and the quantities specified:
- (a) 1 copy of the completed, signed offer (SF-33 and Section K of the solicitation package (unless already completed in SAM))
 - (b) 1 copies of the technical proposal
 - (c) 1 copies of the business/cost proposal
- (b) Technical Proposal Instructions. The technical proposal will be used to make an evaluation and arrive at a determination as to whether the proposal will meet the requirements of the Government. Therefore, the technical proposal must present sufficient information to reflect a thorough understanding of the requirements and a detailed, description of the techniques, procedures and program for achieving the objectives of the specifications/statement of work. Proposals which merely paraphrase the requirements of the Government's specifications/statement of work, or use such phrases as "will comply" or "standard techniques will be employed" will be considered unacceptable and will not be considered further. As a minimum, the proposal must clearly provide the following:

SAMPLE 5 (Continued)

Enclosed are four (4) separate Task Orders for work associated with the requirements of this solicitation (Attachments 1-8). Offerors will be required to submit proposals for each based on the requirements listed below:

1. Experience. Describe experience performing hand tree planting under similar conditions during the past 3 years. Include accurate information that will allow the evaluators to contact contract administrators involved with the referenced work. Provide names, phone numbers, dates, locations and type of work. Specifically identify Key Personnel that you will provide for the performance of this contract. Provide information about each key person's tree planting experience, both as a planter and any other relevant duties. Provide sufficient information so that the evaluators may make contact with anyone who can verify these experiences.
2. Past Performance. Provide details on quality of work performed on all contracts within the past 3 years. List and discuss any work not paid at full bid price. Address specific performance failures and how you mitigated the cause of those failures. Provide details regarding timeliness of performance or lack thereof. Discuss business performance statement that describes relationships and cooperation with customers. Include any investigation of alleged or actual violations of labor or immigration laws committed by your firm within the past three years and the disposition of those cases.

SAMPLE 5 (Continued)

3. Technical Approach.

On-site Transportation – Address the method of transporting personnel, equipment, and trees on site where road access to the unit boundary is not available. Give sufficient detail to allow the evaluators a complete understanding of who will provide the transportation, any safety concerns with the proposed travel method, complexities of the travel method, and under what circumstances each method would be used.

Describe what you would haul and store trees in from the tree cooler to the planting site.

Project Management – Describe your ability to organize, schedule (production rate), and staff (crew size) this project to completion on schedule.

Quality Control Plan – Provide a complete description of your inspection procedure that reflects all aspects of the required work.

Include the following items in your plan:

- What is the Contractor's Guaranteed Quality?
- Describe how you will monitor for quality while work is in progress (e.g. timing of inspections, format, etc.)?

Safety Plan – Provide your general Safety Plan that provides for crew safety, treatment in a medical emergency, and emergency communications. Include a list of personal protective equipment that you will provide employees as well as any safety training employees have.

SAMPLE 5 (Continued)

(c) Business Proposal Instructions.

(1) Cost Proposal.

Cost proposals will be evaluated after evaluations of the technical proposals. Each price proposal shall be evaluated to determine its reasonableness for the effort proposed and to determine the demonstrated understanding of the level of effort needed to successfully perform the services. Results of the price proposal evaluation, along with the results of the technical proposal evaluation will be the basis for the award decisions.

The quoter shall submit separate cost or pricing data for the task orders which is described in

(2) Specific Requirements below

(2) Specific Requirements. The quoter must also submit the following detailed information to support the proposed budget:

(i) Estimated breakdown of direct labor cost by named person or labor category including estimated number of labor-hours and current actual or average hourly rates. Direct labor or levels of effort are to be identified as labor-hours and not as a percentage of an individual's time. Indicate fringe benefit rate, if separate from indirect cost rate.

(ii) The amount proposed for travel, subsistence and local transportation supported with a breakdown which includes: number of trips anticipated, cost per trip per person, destination(s) proposed, number of person(s) scheduled for travel, mode of transportation, and mileage allowances if privately owned vehicles will be used.

SAMPLE 5 (Continued)

(iii) If proposed, cost information for each subcontractor shall be furnished in the same format and level of detail as prescribed for the prime quoter. Additionally, the quoter shall submit the following information:

- (A) A description of the services to be performed by the subcontractor.
- (B) Identification of the proposed subcontractor and an explanation of why and how the proposed subcontractor was selected including the extent of competition obtained.
- (C) The proposed subcontract price, the quoter's cost or price analysis thereof, and performance/delivery schedule.
- (D) Identification of the type of subcontract to be used.

ITEM NUMBER	DESCRIPTION OF SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
1001	Contract Period: Base POP Begin: 10-01-2014 POP End: 06-30-2015 TELEPHONE SERVICES FOR THE WAUSAU CLINIC. SERVICES INCLUDE 6 FLAT BUSINESSES LINES.	9.00	MO		
2001	Contract Period: Option 1 POP Begin: 07/01/2015 POP End: 06/30/2016 TELEPHONE SERVICES FOR THE WAUSAU CLINIC. SERVICES INCLUDE 6 FLAT BUSINESSES LINES.	12.00	MO		
3001	Contract Period: Option 2 POP Begin: 07-01-2016 POP End: 06-30-2017 TELEPHONE SERVICES FOR THE WAUSAU CLINIC. SERVICES INCLUDE 6 FLAT BUSINESSES LINES.	12.00	MO		

Can I Subcontract the Work Out?

- Understand the performance requirement for the contract.
- Review limitations on subcontracting under set asides.
 - Services Contracts (Except Construction):
50% of contract performance incurred by contractor's personnel
 - Supply Contract
50% of cost of manufacturing the supplies
 - General Construction
15% of contract performance incurred by contractor's personnel
 - Construction by Special Trade
25% of contract performance incurred by contractor's personnel

Debriefing

- Always request a debriefing, even if you win the award.
- Request in writing within 3 days of receipt of award notice.
- During the debriefing try to find out why your offer was not selected and how to improve your response for next time.
- Contracting Officer will be trying to provide you with enough information so you do not protest the award. If you have no intent on protesting the award convey that to the contracting officer.

Protests

- You have the right to protest the award, however, only do so if you are really sure you were treated unfairly by the Government or another Contractor received special treatment.
- Realize protests may negatively impact any relationship you have built up with the contracting officer.
- Understand the timing requirements for filing a protest.

Invoices & Payment

- Know how, where, when, and what to submit for a complete invoice.
- Understand if the Government can take any deductions from your invoice for sub-performance.
- Understand how, where, and when payment will be made.

Final Dos and Don'ts

- Never submit a response to the Government where you lose money.
- Think twice before protesting.
- Do not just copy information from the Government's solicitation and put into your response.
- Look for set asides (small business, woman-owned business, service-disabled veteran-owned business)
- Check NAICS code and small business size standard
236220 Commercial and Institutional Building Construction

– \$33.5 million

Final Dos and Don'ts

- If you are unsure if your proposal was received do follow up with the contracting officer.
- Do not contact the contracting officer or program manager during the evaluation. They will contact you if they need any additional information. The Government can move very slowly – you need to have patience.
- Realize it may take several tries before you are awarded your first contract.

Resources:

- FAR: <http://www.acquisition.gov/far/>
- Federal Business Opportunities (FedBizOpps) website - <https://www.fbo.gov/>
- Wisconsin Procurement Institute
Phone: 414-270-3600
www.wispro.org



Upcoming WPI Events

- ***Small Business Government Contracting Series continues the first and third Tuesday of each month through June, 2015 – Milwaukee, WI***
- ***Acquisition Hour (Weekly Webinar) through June, 2015***
- ***2015 National Energy Form and Small Business Industry Days – April 13-16, 2015 - Rosemont, IL***
- ***How to Do Business with the US Forest Service – April 21, 2015 – Park Falls, WI***
- ***Cost and Pricing for Department of Defense Contractors and Subcontractors – April 29, 2015 - Pewaukee, WI***
- ***12th Annual Women’s Business Conference – April 30, 2015 – Eau Claire, WI***
- ***3rd Annual Department of Veterans Affairs Business Conference – May 12, 2015 – Milwaukee, WI***
- ***Doing Business with the National Park Service – June 23, 2015 – Ashland, WI***
- ***9th Annual Volk Field Small Business Conference – July 29 – 30, 2015 – Camp Douglas, WI***
- ***Marketplace 2015 – October 29-30, 2015 – Milwaukee, WI***

9TH ANNUAL VOLK FIELD SMALL BUSINESS CONFERENCE –

CONTRACTING IN TIMES OF EMERGENCY, DISASTERS AND CRISIS

July 29 – 30, 2015 – Camp Douglas, WI



Sponsored and Hosted by:

- Volk Field Air National Guard Base
- Juneau County Economic Development Corporation
- US Small Business Administration
- Western Dairyland
- Wisconsin Procurement Institute
- Monroe County Economic Development
- SBDC – UW La Crosse
- Northwest Michigan PTAC

PROGRAM HIGHLIGHTS:

Current Issues in Government Contracting
Contracting Opportunities in Emergency
Preparedness and Disaster Relief
Networking and Individual Meetings
Capabilities Statement Exhibit
Capabilities Presentation Competition
Financing and Bonding for your Small
Businesses
Social Media

UPDATED information will be posted to

<http://tinyurl.com/Volk2015> or contact David Olson at 608-427-2455 or davido@wispro.org

For Assistance or Additional Information - Contact

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