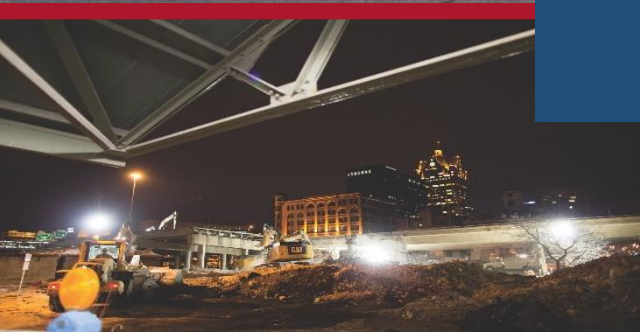




A Procurement Technical Assistance Center (PTAC)

PREPARING A WINNING GOVERNMENT PROPOSAL Milwaukee, WI April 26, 2018



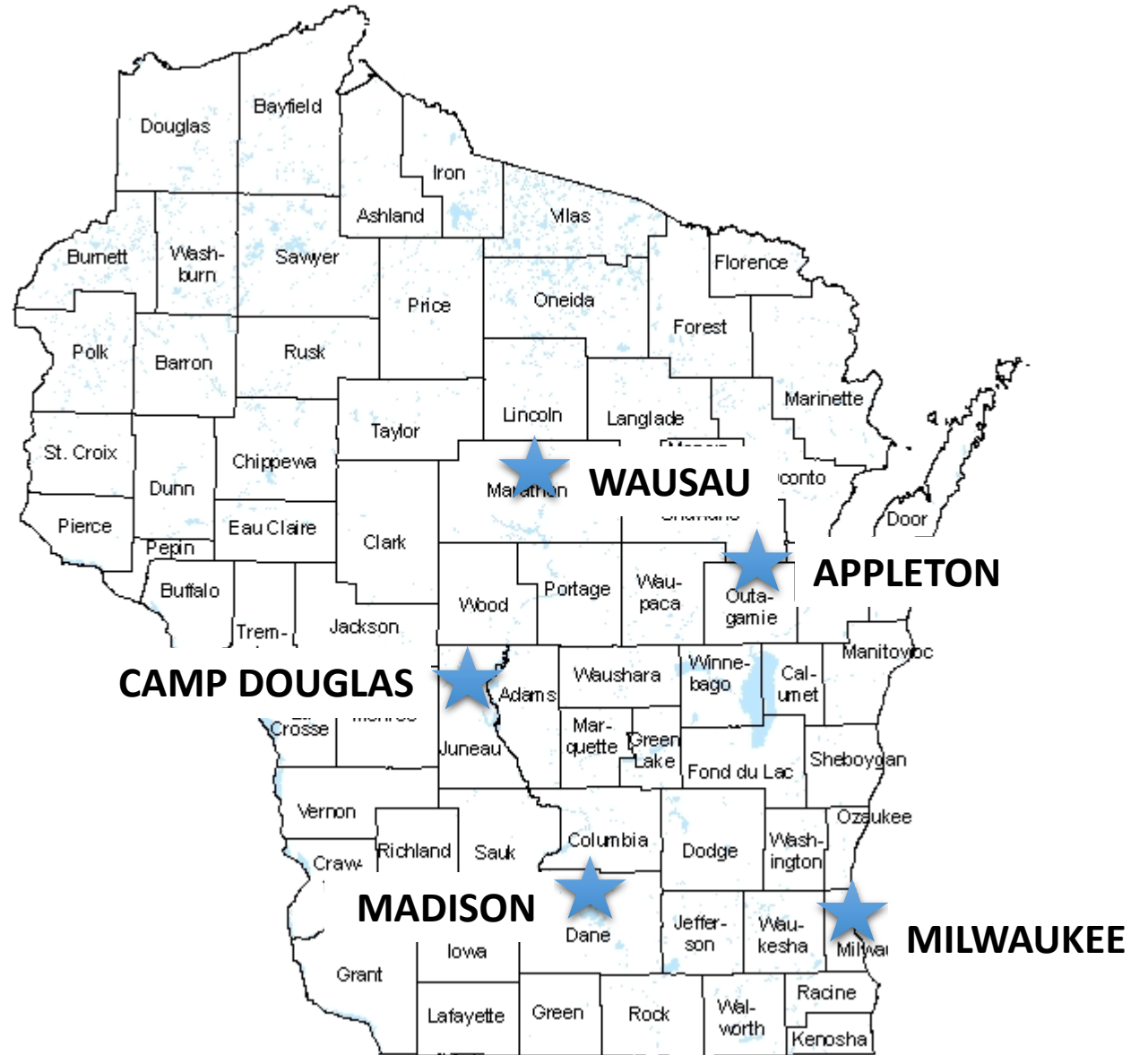
ABOUT WPI SUPPORTING THE MISSION

SERVING WISCONSIN
COMPANIES FOR 30 YEARS!

Assist businesses in creating,
development and growing their sales,
revenue and jobs through Federal, state
and local government contracts.

WPI OFFICE LOCATIONS

- MILWAUKEE – *Technology Innovation Center*
- MADISON –
 - *Madison Enterprise Center*
 - *FEED Kitchens*
- CAMP DOUGLAS – *Juneau County Economic Development Corporation (JCEDC)*
- WAUSAU – *Wausau Region Chamber of Commerce*
- APPLETON – *Fox Valley Technical College*



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SERVICES

ABOUT

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FEDERAL
GOVERNMENT

STATE & LOCAL
GOVERNMENT

OTHER
GOVERNMENT &
GRANTS

SUCCESS &
AWARDS

FAQS

CONTRACTING BASICS AND WOMAN OWNED BUSINESS CERTIFICATIONS - MAY 3RD, MADISON

www.wispro.org

UPCOMING EVENTS

APRIL 26 2018
PREPARING A WINNING GOVERNMENT PROPOSAL
MILWAUKEE »

MAY 1 2018
FEDERAL ACQUISITION REGULATIONS (FAR) REVIEW -
SESSION 12: PARTS 42-45

MAY 3 2018
CONTRACTING BASICS AND WOMAN OWNED
BUSINESS CERTIFICATIONS
MADISON, WI »

MAY 3 2018
BUILDING YOUR BUSINESS – DEVELOPING THE TOOLS
FOR GROWTH AND SUCCESS FOR NATIVE AND TRIBAL
SMALL BUSINESSES
HALES CORNERS (MILWAUKEE) »

MAY 8 2018
ACQUISITION HOUR: HOW TO QUICKLY ANALYZE
SOLICITATIONS

CURRENT OPPORTUNITIES (3)

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 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

WHAT WE WILL COVER TODAY

- Basics
- Getting Started
- What Now
- Writing the Proposal
- Tips
- Debriefing
- Sample Proposal
- Additional Samples

BASICS

ASSUMPTIONS

Solicitation has been reviewed and a GO decision has been made

- Meet any set-aside requirements
- Have expertise in the area of work
- Have resources available to complete the contract
- Have time to submit an excellent proposal
- Are able to make a profit
- Understand type of solicitation used, method of award, and type of contract to be awarded.

WHO IS YOUR AUDIENCE?

- Who will be evaluating your proposal?
- What is the evaluation criteria?
- What do they want?
- What do you have that meets their needs?
- Use their own language
- Tell them what they want to hear

EVALUATION CRITERIA

LPTA	Best Value
Price is most important	Technical is most important
Aim for "Acceptable"	Aim for "Outstanding"
Meet all RFP requirements	Exceed all RFP requirements
"Above and Beyond" not necessary	"Above and Beyond" desired
Criteria is black & white	Criteria can be interpreted

LOWEST PRICE TECHNICALLY ACCEPTABLE

You either Pass, or Fail

- Acceptable – Proposal clearly meets the minimum requirements of the solicitation
- Unacceptable – Proposal does not clearly meet the minimum requirements of the solicitation

Keywords: “clearly meets”

- Lowest price + Clearly Meets Technical Requirements = Winning Proposal

BEST VALUE

The government makes award to the offeror representing the best value.

- The relative importance of cost or price may vary based on the requirement.
- Tradeoff process is used with the solicitation stating whether all evaluation factors other than cost or price, when combined, are significantly more important, equal to, or significantly less important than cost or price.
- The benefits of the higher priced proposal shall merit the additional cost.

GETTING STARTED

ESTABLISH A TEAM

- One person should be in charge of coordinating all efforts of the response.
- How large of a team formed can depend on the size of your business. Team should include finance, human resources, leadership, and project management.
- Develop strategy, are you going for highly differentiated value added services or lowest priced bid?
- UNLESS you are responding to a complex proposal - you do not need to hire a consultant – you can do this.

REVIEW SOLICITATION DOCUMENT

- Team leader should read the entire package again, including all attachments. Make sure you understand it.
- Highlight the document. Mark it up. Use post-its.
- Pay close attention to any “between the lines” information.
- What is the government really looking for? Review essential requirements vs nice to have requirements.
- Note due date - draft a time line for proposal submission
- Note submission requirements and page limitations

REVIEW SOLICITATION DOCUMENT

- Prepare questions for submission to the contracting officer and submit timely there is usually a cutoff time for questions.
- Avoid questions that can be answered through research or public information.
- Decide if various staff can be working on the proposal at the same time, i.e. technical proposal by experts, administrative staff assembling resumes of key personnel
- Follow the rules. The government forbids contact with the end user during the solicitation process.

WHAT NOW

WHAT TO AVOID

- Nonconformance with the instructions may result in an unfavorable proposal evaluation
- Do not simply rephrase or restate the Government's requirement, address how the proposal intends to meet the requirement
- Elaborate brochures or documentation, binding, detailed art work, or other embellishments are generally unnecessary and are not desired

WHAT TO INCLUDE

- Proposal should provide sufficient information to demonstrate the offerors capability to satisfactorily perform the objectives and how their total offer will meet the Government's requirement.
- Proposal shall be clear, concise, and shall include sufficient detail for effective evaluation and for substantiating the validity of the stated claims.
- Assume the Government has no prior knowledge of your abilities and experience even if you are the incumbent.

WHAT TO INCLUDE

- Show your capabilities, don't just tell. Never overstate qualifications. Focus on firm's strengths.
- Provide specifics on proposed staffing, being very clear on who the responsible person is, and identify other key members of the team, their area(s) of expertise and their anticipated roles.
- Include all data and information requested in the solicitation. Note it may be located in multiple areas.
- Demonstrate ability to meet all solicitation requirements including terms and conditions, representations and certifications, and technical requirements.

WHAT TO INCLUDE

- Narrative response to non-priced evaluation factors should be in the same order as outlined in solicitation.
- Complete any necessary fill-ins or new certifications and return with your proposal.
- Sign your proposal. First page of solicitation.
- Return any solicitation amendments, signed by the same official signing the proposal.
- Submit proposal in media requested, and include the number of copies requested.
- Include a Cover Letter. Use Table of Contents and tabs, if needed.

WHAT TO RETURN

- Proposal
- Solicitation document, document may indicate what pages to return
- Past Performance Information

WHAT TO RETURN

Additional common items to return include:

- Descriptive literature
- Resumes
- Insurance Certificates
- Licenses
- Bonding, if required

WRITING THE PROPOSAL

COVER LETTER

- Note page limitations for cover letter. Also note if cover letter counts towards any other page limitations.
- Include name and address of company submitting proposal.
- Include name, address, e-mail address and telephone number of person with the actual power to legally bind the company
- Cover letter should persuade the government as to why the company should be awarded the contract.

WRITING THE PROPOSAL

- Start with an outline based on information from the solicitation document.
- Include all technical evaluation factors. Organize proposal to match solicitation.
- Address how you will meet the requirement. Completely cover the who, what, where, how, and why.
- Include any required statements, sample reports, resumes, etc.
- Review solicitation again to make sure nothing has been overlooked.

OUTLINE

Example:

The proposal should demonstrate how the offeror plans for use of its home office resources, mitigation techniques, quality control, and safety processes.

Outline:

- Home Office Resources
- Mitigation Techniques
- Quality Control
- Safety Processes

PAST PERFORMANCE INFORMATION

- Review solicitation requirements. May need to provide detailed information or even send out questionnaires to your references. Provide only the number they ask for.
- Note any page limitations and number of copies
- Use the format outlined in the solicitation
- Relatively new companies with no prior past performance should be rated neutral having no positive or negative significance. However, try to provide something.
- Can generally use commercial past performance.

CONTRACT PRICING

- Complete price schedule
- Check, double check, and then recheck pricing, extensions, and totals.
- How are you going to price option years?
- You must make a profit.
- Never low ball your proposal thinking you will make money on contract modifications.
- Factor in all costs to complete contract, including reporting requirements.

CONTRACT PRICING

- Determine profit level to be used. Generally use same level for commercial customers with similar work.
- Factor in hidden contract requirements that increase your costs, i.e. insurance requirements, labor wage rates.
- Factor in requirements not standard to your industry that will cost you more to provide, i.e. employee background checks.
- Offer a fair price.

CONTRACT TERMS

- Provisions are part of the solicitation. Clauses are part of the contract.
- Understand the impact clauses may have on your proposal. Referenced Provisions/Clauses have the same impact as those in full text.

EVALUATION FACTORS

- Simple requirements may only have a couple of evaluation factors.
- Complex requirements may have evaluation factors and significant sub factors.

EVALUATION FACTORS

Common evaluation factors used include:

- Past performance
- Compliance with solicitation requirements
- Technical excellence
- Management capability
- Personnel qualifications
- Prior experience
- Price

EVALUATION FACTORS

- Review solicitation document to determine specific evaluation factors.
- Determine the basis for award.
 - LPTA
 - Best Value
- Evaluation will be based on information in the proposal.
- Note any requirements for oral presentations and make necessary preparations to participate.

TIPS

TIPS

- Customize the proposal.
- If you are reusing a proposal make sure you change it as necessary.
- Demonstrate knowledge in the proposal by providing as much insight as possible into the issue, the industry, and the government

TIPS

- Answer questions completely
- Provide details on pricing if requested
- Review Salient Characteristics – Product features the Government cannot live without
- If requested provide Descriptive Literature even if offering Brand Name item

TIPS

- Note any requirements for specific type/sized font, margin requirements, and maximum number of pages.
- Mark and label envelopes as instructed to. Generally price and technical proposals are submitted in separate volumes/envelopes.
- Note address to submit response to. May be different than what is on the first page.
- Submit timely – late offers are not accepted.
- Submit required samples as specified in the solicitation.

TIPS

- Attend any pre-proposal conference. Sign in last.
- Can submit alternative proposals
- Follow any instructions provided
- Look for amendments. On FBO “watch this opportunity” so you are notified of amendments.

TIPS

- Never refer back to another page for a response. Rephrase the answer again.
- Better qualifications increase your chances of winning, not prettier proposals.
- Contact WPI for assistance.

DEBRIEFING

DEBRIEFING

- Always request a debriefing. Even if you win the award request a debriefing.
- Submit in writing within three (3) days after the date on which contract award notification was received.
- Debriefing – Do not get defensive or challenge the government's decision, try to learn what the company could have done better or differently so it can improve the odds with the next opportunity. It may be best to have a uninvolved person contact the government.

SAMPLE PROPOSAL



R--Off-site parking and valet services.

Solicitation Number: VA26215R1447
Agency: Department of Veterans Affairs
Office: Long Beach VANLO
Location: Department of Veterans Affairs

Notice Details

Packages

Interested Vendors List

Print Link

Note: There have been modifications to this notice. You are currently viewing the original synopsis. To view the most recent modification/amendment, [click here](#)

[Complete View](#)

Original Synopsis
Oct 23, 2015
10:23 am

Changed
Oct 28, 2015
5:29 pm
Solicitation

Changed
Oct 30, 2015
1:58 pm

Changed
Nov 02, 2015
4:25 pm

Changed
Nov 09, 2015
10:23 am

[Return To Opportunities List](#) [Watch This Opportunity](#)
[Add Me To Interested Vendors](#)

Solicitation Number: VA26215R1447
Notice Type: Presolicitation

Synopsis:

Added: Oct 23, 2015 10:23 am

The Department of Veterans Affairs Network 22 Contracting Office intends to procure a commercial items services contract under FAR Part 12 the rental of the parking lot and valet services for the VA San Diego Healthcare System (VASDHS) 3350 La Jolla Village Drive, San Diego, CA 92161. The parking lot shall be within a ten (10) miles radius from the VASDHS.

The NAICS code is 812930 Parking Lots and Garages. This solicitation will be set aside for small businesses only. The contract shall be effective for a base year with the Government option to renew up to four (4) additional years. The solicitation will be available on/or about October 28, 2015. For questions, email Monica Griffin, at monica.griffin@va.gov.

Please consult the list of [document viewers](#) if you cannot open a file.

ALL FILES

Attachment
Oct 23, 2015
[VA262-15-R-1447 VA26...](#)

Solicitation 1
Oct 28, 2015
[VA262-15-R-1447 VA26...](#)

Amendment 1
Oct 30, 2015
[VA262-15-R-1447 A000...](#)

Amendment 2
Nov 02, 2015
[VA262-15-R-1447 A000...](#)

Amendment 3
Nov 09, 2015
[VA262-15-R-1447 A000...](#)

GENERAL INFORMATION

Notice Type:
Presolicitation

Posted Date:
October 23, 2015

Response Date:
November 13, 2015

SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, & 30				1. REQUISITION NO.	PAGE 1 OF 71
2. CONTRACT NO.		3. AWARD/EFFECTIVE DATE		4. ORDER NO.	
7. FOR SOLICITATION INFORMATION CALL:		a. NAME Monica Griffin		b. TELEPHONE NO. (No Collect Calls) 562-766-2232	
9. ISSUED BY Department of Veterans Affairs Network Contracting Office 22 4811 Airport Plaza Drive Suite 600 Long Beach CA 90815		CODE 00262		10. THIS ACQUISITION IS <input checked="" type="checkbox"/> SMALL BUSINESS <input type="checkbox"/> HUBZONE SMALL BUSINESS <input type="checkbox"/> SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS <input type="checkbox"/> UNRESTRICTED OR <input checked="" type="checkbox"/> SET ASIDE: 100 % FOR: <input type="checkbox"/> WOMEN-OWNED SMALL BUSINESS (WOSB) ELIGIBLE UNDER THE WOMEN-OWNED SMALL BUSINESS PROGRAM <input type="checkbox"/> EDWOSB <input type="checkbox"/> S(A) NAICS: 812930 SIZE STANDARD: \$38.5 Million	
11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED <input checked="" type="checkbox"/> SEE SCHEDULE		12. DISCOUNT TERMS		13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700) <input type="checkbox"/>	
15. DELIVER TO Department of Veterans Affairs San Diego Healthcare System 3350 La Jolla Village Drive San Diego CA 92161		CODE		16. ADMINISTERED BY Department of Veterans Affairs Network Contracting Office 22 4811 Airport Plaza Drive Suite 600 Long Beach CA 90815	
17a. CONTRACTOR/OFFEROR CODE		FACILITY CODE		18a. PAYMENT WILL BE MADE BY Department of Veterans Affairs http://www.tungsten-network.com PHONE: FAX:	
TELEPHONE NO.		DUNS: DUNS+4:		18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a UNLESS BLOCK BELOW IS CHECKED <input type="checkbox"/> SEE ADDENDUM	
<input type="checkbox"/> 17b. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER		19. ITEM NO.		20. SCHEDULE OF SUPPLIES/SERVICES	
		21. QUANTITY		22. UNIT	
		23. UNIT PRICE		24. AMOUNT	
		Off-site parking lot and valet services for VA San Diego Healthcare System(VASDHS).			

EVALUATION FACTORS AND CRITERIA

- Offerors should address in detail their Technical Capabilities by describing their proposed approach to each factor. All factors will be considered based solely on the proposal provided, to the extent in which the proposal demonstrates a clear understanding of the requirements, and the contractor's ability to meet those requirements.
- VA will evaluate Contractor proposals shall describe the following evaluation factors are listed in descending order of importance.

FACTOR I-TECHNICAL:

- Contractor shall submit the following:
- Offerors shall provide a letter of intent with the real property owner that upon award, the offeror will have an executed lease within ten (10) miles of VASDHS.
- Contractor shall specify the number of labor hours for parking attendants, valet service personnel and the supervisor.
- Contractor shall submit his/her plan to accommodate and provide disabled parking spaces.
- Offerors shall specify what safety and security measures will be taken to protect personal property.

FACTOR 2-PAST PERFORMANCE

Offerors are required to furnish the following information:

- i. Identify three (3) Federal, State or Local Government references for whom the offeror has provided parking lot and valet services as the same or similar that is described in this solicitation;
- ii. If three (3) or less than three (3) have not been contracted, submit commercial customers within the past three (3) years, making a total of three (3) references.
- iii. The Government reserves the right to obtain past performance information from any available source and may contact customers other than those identified by the offeror when evaluating past performance.

FACTOR 2-PAST PERFORMANCE

In accordance with FAR Part 15.305, offerors without relevant past performance or for whom information is not available will not be evaluated favorably or unfavorably on past performance. However, the proposal of an offeror with no relevant past performance may not represent the most advantageous proposal to the Government.

Company Name _____

Address _____

Contact Name _____

Contact Telephone _____

Contact Email _____

Service/Product Provided _____

Service Period _____

FACTOR 3-PRICE

a. Offerors shall submit their Price using the Schedule of Services identifying the following:

- i. Price for 750 parking spaces/750 cars for valet services
- ii. Price for 1000 parking spaces/1000 cars for valet services
- iii. Price for 1250 parking spaces/1250 cars for valet services
- iv. Price for 1500 parking spaces/1500 cars for valet services.

FACTOR 3-PRICE

b. Award will be made to the contractor that represents the best value to the Government. The Contracting Officer will check the price for compliance with the RFP requirements, and evaluate for reasonableness by comparing the proposed price with the Independent Government Cost Estimate (IGCE) and the prices received in response to the solicitation, as well as any other method it deems appropriate.

c. Offeror's are not required to submit detailed pricing information with their initial offer. However, in order to adequately evaluate offers, it may be necessary for the Government to request a breakdown of the cost components that make-up the Offeror's proposed price.

TECHNICAL AND PAST PERFORMANCE ARE MORE IMPORTANT THAN PRICE

PROPOSAL OUTLINE

- Cover Page
- Table of Contents
- Cover Letter
- Technical Proposal
- Past Performance
- Price (depending on solicitation may need separate pricing section/volume)
- Solicitation Document
- Representations and Certifications

COVER PAGE

XYZ Company

Street Address

City, State, Zip Code

Date

Response to solicitation number VA262-15-R-1447, entitled Off-Site Parking Lot and Valet Services for VA San Diego Healthcare System (VSSDHS)

Please contact John Doe, at john.doe@XYZCompany.com or 414-123-4567 regarding any questions on this proposal.

TABLE OF CONTENTS

Table of Contents

	Page
• Cover Letter	2
• Technical Proposal	4
• Past Performance Information	7
• Price Proposal	9
• Solicitation Document (portions or entire	12 document)
• Representations and Certifications	52

COVER LETTER

XYZ Company

Street Address

City, State, Zip Code

Date

Dear (insert name of Contracting Officer):

XYZ Company is excited to be able to offer the VA the enclosed proposal to meet your off site parking and valet service requirement. XYZ Company has ...

COVER LETTER

- Use letterhead
- Include contact name, address, e-mail address and telephone number of person with the actual power to legally bind the company
- Cover letter should persuade the government as to why the company should be awarded the contract. Be concise, but use the letter to showcase your company.
- Generally signed by same person with the actual power to legally bind the company.

TECHNICAL PROPOSAL – FACTOR 1.I.

Factor 1 – Technical

i. XYZ Company currently owns a parking lot within 5 miles of VASDHS. This lot has 2,000 parking spaces. Please see following letter of intent.

TECHNICAL PROPOSAL – FACTOR 1.I.

XYZ Company

Street Address

City, State, Zip Code

Date

Dear (insert name of Contracting Officer),

XYZ Company hereby agrees that the parking lot located at 123 Street, San Diego, CA upon contract award will be used exclusively for vehicle parking as indicated in the contract. The parking lot is located 5 miles from VASDHS and is owned and operated by XYZ Company.

The lot was resurfaced and repainted earlier this year. There are no potholes or loose gravel.

TECHNICAL PROPOSAL – FACTOR 1.II.

ii Labor Hour Breakdown

XYZ Company proposes to use the following staff to meet the VA's requirement

a. Parking attendants - 2 attendants x 365 days x 24 hours = 17,520 hours

b. Valet Service Personnel – 15 valets x 365 days x 24 hours = 131,400 hours

c. Supervisor – 1 supervisor x 365 days x 24 hours = 8,760 hours

XYZ Company will utilize 30 current full time employees, which includes 3 supervisors, and will hire...

TECHNICAL PROPOSAL – FACTOR 1.III.

iii. Disabled Parking Spaces

XYZ Company parking lot located at 123 Street, San Diego, CA currently has fifty (50) handicapped marked parking spaces. Twenty five (25) will accommodate oversize vans with side entrances.

TECHNICAL PROPOSAL – FACTOR 1.IV.

iv. Safety and Security Measures

XYZ Company parking lot has one entrance/exit located on 123 Street. The full time attendant is on site in an air conditioned guard house. The entire lot is surrounded by an 8 foot fence and the 50,000 square foot lot has 50 light poles for safety. Fifteen security cameras are located throughout the lot and are fed to the guard house.

TECHNICAL PROPOSAL – FACTOR 1.V.

v. Additional Information

Please find enclosed map, highlighting XYZ Company parking lot located at 123 Street, San Diego, CA.

XYZ Company parking lot entrance has a permanent canopy that can protect up to 40 people from the sun, wind, and rain. Please see picture below.

The parking lot is in conformance with federal, California, and San Diego codes and ordinances including We maintain the following insurance coverage:

TECHNICAL PROPOSAL – FACTOR 1.V.

The parking lot attendant will keep a daily log of spaces used. This log will be uploaded to our computer and will be available to VASDHS. Each space within the lot is numbered to facilitate quick vehicle location.

In order to meet the less than ten (10) minute valet wait time, XYZ company will have 5 valet drivers there as well as 1 greeter. During the peak times of 6:30 am to 5:00 pm, the number of valet drivers will increase to 8. All employees have picture IDs.

(Add additional information on the parking lot or XYZ Company that is relevant. Proposal must be no more than 50 pages per page 4 of RFP.)

PAST PERFORMANCE

XYZ Company provides the following three recent government contracts as past performance references:

(A) Company Name ___ VA Medical Center ___

Address _____ 123 Center St _____

_____ City, State, Zip _____

Contact Name _____ John Doe _____

Contact Telephone _____ 920-123-4567 _____

Contact Email _____ john.doe@va.gov _____

Service/Product Provided _ Parking Valet Service – Contract # VA123-C-123

Service Period ___ Jan 1, 2015 – December 31, 2015, 2nd option year – 2 options remaining ___

PRICE PROPOSAL

ITEM	DESCRIPTION	QTY	UNIT	EST MIN	EST MAX	UNIT PRICE	EST TOTAL
1	Parking Spaces*	12	MO	750	1500	\$	\$
	a. 750 spaces	12	MO	-----	-----	\$	\$
	b. 900 spaces	12	MO	-----	-----	\$	\$
	c. 1000 spaces	12	MO	-----	-----	\$	\$
	d. 1250 spaces	12	MO	-----	-----	\$	\$
	e. 1500 spaces	12	MO	-----	-----	\$	\$
2	Valet Services*	12	MO	750	1500	\$	\$
	a. 750 cars	12	MO	-----	-----	\$	\$
	b. 900 cars	12	MO	-----	-----	\$	\$

SOLICITATION DOCUMENT

Read the document, include entire document if required. If not required include pages you complete, in page order.

SF 1449, Page 3 – Amendments, Page 15 – Contractor point of contact

REPRESENTATIONS AND CERTIFICATIONS

In accordance with FAR 52.212-3 Offeror Representations and Certifications – Commercial Items XYZ company hereby certifies they have completed this requirement via SAM.

52.212-3 (b)(2)

The offeror has completed the annual representations and certifications electronically via the SAM website access through <http://www.acquisition.gov>. After reviewing the SAM database information, the offeror verifies by submission of this offer that the representations and certifications currently posted electronically at FAR 52.212-3, Offeror Representations and Certifications—Commercial Items, have been entered or updated in the last 12 months, are current, accurate, complete, and applicable to this solicitation (including the business size standard applicable to the NAICS code referenced for this solicitation), as of the date of this offer and are incorporated in this offer by reference (see FAR 4.1201), except for paragraphs NONE

FINAL DOS AND DON'TS

- Prior to submittal, do have someone else review the proposal.
- 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.

ADDITIONAL SAMPLES

SAMPLE 1

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".

SAMPLE 1 (CONTINUED)

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 1 (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 2

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.

SAMPLE 2 (CONTINUED)

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

SUMMARY

Writing an effective proposal takes time, careful planning and a complete understanding of the requirement. The key is pulling together a proposal that clearly describes why your company is the best fit to perform the work and offers the best solution at a competitive price.

RESOURCES

RESOURCES:

- FAR: <https://www.acquisition.gov/?q=browsefar>
- Air Force FAR: <http://farsite.hill.af.mil/>
- Acquisition.gov is: <https://www.acquisition.gov/>
- Federal Business Opportunities (FedBizOpps) website - <https://www.fbo.gov/>
- Wisconsin Procurement Institute - Phone: 414-270-3600
www.wispro.org

UPCOMING TRAINING - EVENTS

WHAT IS WPI'S CURRENT WEBINAR SCHEDULE?

May 8, 2018 – **How to Quickly Analyze Solicitations** – [CLICK HERE](#) for additional information – presented by Carol Murphy – Wisconsin Procurement Institute (WPI)

May 9, 2018 – **Change in Ownership on a Small Business and Consequences for Government Contracts, Certifications and Succession Planning** – [CLICK HERE](#) for additional information – presented by Emily A. Constantine – Attorney – Husch Blackwell LLP

May 9, 2018 – **The Future of SAM.gov** – [CLICK HERE](#) for additional information – presented by Kim Garber – Wisconsin Procurement Institute (WPI)

May 22, 2018 – **Export Compliance and Small Business** – [CLICK HERE](#) for additional information – presented by Emily A. Constantine – Attorney – Husch Blackwell LLP

May 23, 2018 – **Cyber Security for Current and Prospective DOD Contractors and Subcontractors** – [CLICK HERE](#) for additional information – presented by Marc Violante – Wisconsin Procurement Institute (WPI)

June 5, 2018 – **Invoicing the Department of Defense Using WAWF/iRAPT** – [CLICK HERE](#) for additional information – presented by Benjamin Blanc – Wisconsin Procurement Institute (WPI)

June 6, 2018 – **Flow-down Clauses – Management and Responsibilities for Federal Contractors** – [CLICK HERE](#) for additional information – presented by Carol Murphy – Wisconsin Procurement Institute (WPI)

June 12, 2018 – **Code of Business Ethics and Conduct in Government Contracting** – [CLICK HERE](#) for additional information – presented by Emily A. Constantine, Attorney, Husch Blackwell LLP

June 13, 2018 – **Update on the Fair Labor Standards Act** – [CLICK HERE](#) for additional information – presented by Corey Walton, Community Outreach and Resource Planning Specialist, U.S. Department of Labor/Wage & Hour Division

<https://www.wispro.org/faqs/what-is-wpis-webinar-schedule/>

CONTRACTING BASICS AND WOMAN OWNED BUSINESS CERTIFICATIONS

MAY 3, 2018 MADISON, WI

Start Date	May 3, 2018
End Date	May 3, 2018
Time	11:30 am - 1:30 pm
Facility	Wisconsin Women's Business Initiative Corporation
Address	2300 S Park St, Madison, WI 53713
Register Online	Register for Event

As owner of a woman owned business, you may be considering leveraging your woman owned business status in the government and corporate marketplace. Woman owned businesses can receive an advantage when selling to various Public and Private entities.

During this session we will start by providing some insights on how to determine what markets might be your best fit and what qualities are most valued in this marketplace.



REGISTER

Wisconsin Women's Business Initiative Corporation (WWBIC)

U.S Small Business Administration (SBA)

Wisconsin Procurement Institute (WPI)

<https://www.wispro.org/events/13552/>

5TH ANNUAL DEPARTMENT OF DEFENSE CONTRACT MANAGEMENT UPDATE

MAY 15, 2018 OSHKOSH, WI

Start Date	May 15, 2018
End Date	May 15, 2018
Time	Registration 7:30 am, Program 8:00 am - 4:00 pm
Facility	La Sure's Banquet Hall - Conference Room B
Address	3125 S Washburn St Oshkosh, WI 54904
Contact Info	Larry Herrera larryh@wispro.org (414) 270-3600
Register Online	Register for Event

This year's program will focus on CONTRACT FINANCING and COST CONTRACT ADMINISTRATION.

Speakers:

Representatives from Defense Contract Management Agency (DCMA)
Representatives from Defense Contract Audit Agency (DCAA)
Daryl Zahn, Manager, Contracts and Compliance, DRS Power & Control Technologies, Inc.



REGISTER

Defense Contract Audit Agency (DCAA)

Defense Contract Management Agency (DCMA)

National Contract Management Association (NCMA) Wisconsin Chapter

National Defense Industrial Association – Great Lakes Chapter

Northwest Michigan PTAC

Wisconsin Procurement Institute (WPI)

<https://www.wispro.org/events/5th-annual-department-of-defense-contract-management-update/>

6TH ANNUAL U.S. DEPARTMENT OF VETERANS AFFAIRS BUSINESS CONFERENCE

MAY 16, 2018 MILWAUKEE

Start Date	May 16, 2018
End Date	May 16, 2018
Time	8:00 am - 4:30 pm
Facility	Hampton Inn
Address	8201 W Greenfield Ave, Milwaukee, WI 53214
Contact Info	Carol Murphy carolm@wispro.org 414-270-3600
Register Online	Register for Event

This conference will focus on procurement procedures and business opportunities for veteran owned businesses with the Department of Veterans Affairs, VISN 12 area consisting of Milwaukee, WI; Madison, WI; Tomah, WI; Chicago, IL; Danville, IL; and Iron Mountain, MI with eight medical centers, 38 outpatient clinics, eight nursing homes, and six domiciliaries, providing health care services to the 700,000 Veterans who reside within its four state (Illinois, Michigan's Upper Peninsula, Wisconsin, and Northwest Indiana) area. Overall, the Department of Veterans Affairs spends over \$23 billion annually.



REGISTER

- U.S. Department of Veterans Affairs (VA)
- Wisconsin Department of Veterans Affairs (WDVA)
- National Contract Management Association (NCMA) – Wisconsin Chapter
- Northwest Michigan PTAC
- US Small Business Administration (SBA)
- Wisconsin Procurement Institute (WPI)

<https://www.wispro.org/events/6th-annual-u-s-department-of-veterans-affairs-business-conference/>

DOING BUSINESS WITH THE US FOREST SERVICE

JUNE 6, 2018 RHINELANDER, WI

Start Date	June 6, 2018
End Date	June 6, 2018
Time	1:00 pm - 4:00 pm
Facility	Fieldside Center Room 102
Address	Nicolet Area Technical College 5364 College Dr Rhineland, WI 54501
Details	Read More Information
Register Online	Register for Event

Guest Speakers:

- Karie Linn, Contract Specialist, Lake State Acquisition Team – US Forest Service
- US Small Business Administration
- Don Makowski, CFCM, Northwest Michigan PTAC
- Joseph Smetak, CFCM, Wisconsin Procurement Institute



[REGISTER](#)

Nicolet Area Technical College

Northwest Michigan PTAC

US Forest Service (USFS)

US Small Business Administration (SBA)

Wisconsin Procurement Institute (WPI)

<https://www.wispro.org/events/doing-business-with-the-us-forest-service/>

DOING BUSINESS WITH THE NATIONAL PARK SERVICE

JUNE 7, 2018 HOUGHTON, MI

Start Date	June 7, 2018
End Date	June 7, 2018
Time	1:00 pm - 4:00 pm
Facility	Michigan Technological University, ATDC
Address	1400 Townsend Drive Houghton, MI 49932
Contact Info	Joe Smetak josephs@wispro.org (414) 270-3600
Details	Read More Information
Register Online	Register for Event

The federal government market is worth nearly \$100 billion in sales to small businesses each year, but selling to the government is very different than selling to the commercial sector.

The National Park Service has a broad range of requirements ranging from construction services to outerwear. At this unique workshop, your business will have the opportunity to meet with and learn from a National Park Service Midwest Region contracting official.

Join the National Park Service and Procurement Technical Assistance Center (PTAC) representatives to take advantage of this unique opportunity!



REGISTER

National Park Service – Midwest Region

U.S Small Business Administration (SBA)

Northwest Michigan Procurement
Technical Assistance Center (PTAC)

Wisconsin Procurement Institute (WPI)

<https://www.wispro.org/events/doing-business-with-the-national-park-service-4/>

12TH ANNUAL VOLK FIELD – FORT MCCOY SMALL BUSINESS CONFERENCE

JUNE 19, 2018 FORT MCCOY, WI

Start Date	June 19, 2018
End Date	June 20, 2018
Facility	Ft. McCoy Building 905
Address	Ft. McCoy Building 905 11th Avenue Fort McCoy, WI
Contact Info	Dave Olson david@wispro.org (608) 338-8018

Previously known as the Annual Volk Field Small Business Conference – this year, the conference will be held at Ft. McCoy.

SAVE THE DATE!



Fort McCoy

Volk Field Air National Guard Base

Juneau County Economic Development Corporation

American Indian Chamber of Commerce (AICCW) – First American Capital Corp. (FACC)

Center for Economic and Entrepreneur Development (CEED)

Small Business Administration (SBA)

Western Dairyland

Wisconsin Economic Development Corporation (WEDC)

Wisconsin Procurement Institute (WPI)

<https://www.wispro.org/events/12th-annual-volk-fieldfort-mccoy-small-business-conference/>



WISCONSIN ECONOMIC
DEVELOPMENT CORPORATION

Governor's Conference on Minority Business Development
Welcoming minority, woman and veteran-owned businesses

December 13 - 14, 2017

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SAVE THE DATES
2018 MARKETPLACE
December 12-13, 2018

LOCATION:
Potawatomi Conference Center
Milwaukee, Wisconsin

THANK YOU

2017



QUESTIONS?

PRESENTED BY

Wisconsin Procurement Institute (WPI)

www.wispro.org

Carol Murphy | Business Development Specialist

carolm@wispro.org 414-270-3600

10437 Innovation Drive, Suite 320
Milwaukee, WI 53226