



RESPONDING TO A VA SOLICITATION

April 23, 2019 – Green Bay, WI



ABOUT WPI SUPPORTING THE MISSION

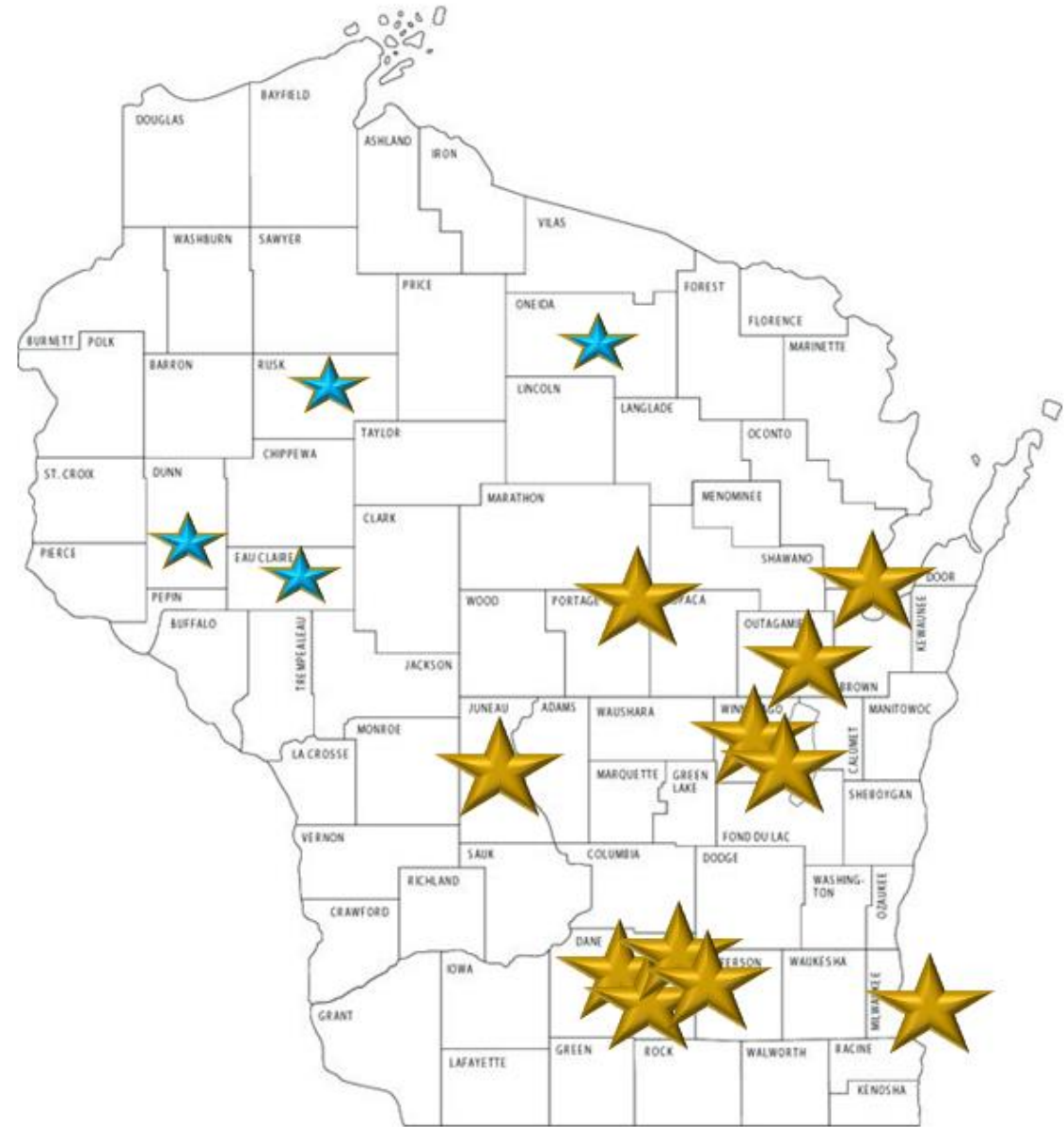
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Assist businesses in creating,
development and growing their
sales, revenue and jobs through
Federal, state and local government
contracts.

*WPI is a Procurement Technical Assistance Center (PTAC) funded in part by
the Defense Logistics Agency (DLA), WEDC and other funding sources.*

WPI OFFICE LOCATIONS

- MILWAUKEE – *Technology Innovation Center*
- MADISON –
 - *FEED Kitchens*
 - *Dane County Latino Chamber of Commerce*
 - *Wisconsin Manufacturing Extension Partnership (WMEP)*
 - *Madison Area Technical College (MATC)*
- CAMP DOUGLAS – *Juneau County Economic Development Corporation (JCEDC)*
- STEVENS POINT – *IDEA Center*
- GREEN BAY – *Advance Business Manufacturing Center*
- APPLETON – *Fox Valley Technical College*
- OSHKOSH –
 - *Fox Valley Technical College*
 - *Greater Oshkosh Economic Development Corporation*
- EAU CLAIRE – *Western Dairyland*
- MENOMONIE – *Dunn County Economic Development Corporation*
- LADYSMITH – *Indianhead Community Action Agency*
- RHINELANDER – *Nicolet Area Technical College*



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SERVICES

ABOUT

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EVENT CALENDAR

FEDERAL GOVERNMENT

STATE & LOCAL GOVERNMENT

GRANTS

SUCCESS & AWARDS

FAQS

CURRENT EDITION OF THE WPI NEWSLETTER

www.wispro.org



UPCOMING EVENTS

THU
18

20th Annual SADBOC Government Procurement Fair – Brooklyn Center, MN

April 18 @ 8:30 am - 3:00 pm
Brooklyn Center MN

TUE
23

U.S. Department of Veteran Affairs (VA) Industry Day – Construction and A/E Opportunities in Rural Wisconsin and the Upper Peninsula of Michigan – Green Bay, WI

April 23 @ 8:30 am - 3:30 pm
Green Bay WI

WED
24

U.S. Department of Veterans Affairs (VA) Site Visit – Tomah, WI

April 24 @ 10:00 am - 12:00 pm
Tomah WI

WED
24

U.S. Department of Veterans Affairs (VA) Site Visit – Iron Mountain, MI

April 24 @ 10:00 am - 12:00 pm
Iron Mountain MI

[View More...](#)

CURRENT OPPORTUNITIES (4)

SO WHAT DO WE REALLY DO.....

PROVIDES TECHNICAL ASSISTANCE to CURRENT AND POTENTIAL GOVERNMENT CONTRACTORS AND SUBCONTRACTORS

- INDIVIDUAL COUNSELING – at our offices, at clients facility or via telephone / GoToMeeting
- SMALL GROUP TRAINING – workshops and webinars
- CONFERENCES to include one on one or Roundtable sessions
- LAST YEAR WPI provided training at over 100 events, provided services to over 1,400 companies.

WHAT WILL WE COVER TODAY

- Organization of the VA
- Construction and A/E
- Locating VA Opportunities
- Getting Started
- What to Return
- Negotiated procurements – RFP or RFQ
- Contract Terms and Pricing
- Tips

ORGANIZATION OF THE VA

DEPARTMENT OF VETERANS AFFAIRS

Department of Veterans Affairs has three branches:

- **Veterans Benefits Administration (VBA)**
- **National Cemetery Administration (NCA)**
- **Veterans Health Administration (VHA)**
 - VHA operates 1,250 health care facilities, including 172 medical centers, 1,069 outpatient clinics, serving 9 million veterans each year. Divided into 18 Regions call Veterans Integrated Service Networks (VISN).

VA VETERAN BUSINESS GOALS

For Fiscal Year 2019, VA increased veteran goals by 5%

- 15% Service-Disabled Veteran-Owned Small Business (SDVOSB)
- 17% Veteran-Owned Small Business (VOSB)

Accomplishments for Fiscal Year 2017, the last year for which official data is available. VA's total procurement \$26.1 billion

- \$5.1 billion (19.5%) SDVOSB
- \$5.4 billion (20.6%) VOSB
- \$7.8 billion (almost 30%) awarded to small business

PROCUREMENT REGULATIONS

VA procurements are completed in accordance with the Federal Acquisition Regulation (FAR), Department of Veterans Affairs Acquisition Regulation (VAAR), and VA policies and procedures.

Websites:

FAR: <https://www.acquisition.gov/?q=browsefar>

VAAR: <http://www.va.gov/oal/library/vaar/>

CONSTRUCTION AND A/E

CONSTRUCTION

- Most construction projects completed as sealed bid (Invitation For Bid – IFB) following FAR 14 and 36 and the VAAR.
- Some construction projects may be completed as a negotiated procurement (Request For Proposal – RFP or Request For Quote - RFQ) following FAR 15 or 13 and 36 and the VAAR.
- Generally VA separates design and build contracts.
- Construction services is considered a non-commercial item.

CONSTRUCTION

- Awarded as a Firm Fixed Price Contract.
- Under IFB award is made to the lowest priced, responsive, responsible bidder.
- Under RFP award is made in accordance with the evaluation factors in the solicitation document.
- First consideration is given to VA Center for Verification and Evaluation (CVE) verified SDVOSB
- Have appropriate bonding levels ready and available

CONSTRUCTION JOC CONTRACT

Construction Job Order Contract (JOC) Indefinite-Delivery Indefinite-Quantity (IDIQ) contract

- Definite period of performance (i.e. 2 years)
- Net aggregate value of task orders provided (i.e. \$700,000)
- Task order range provided (i.e. from \$2,000 to \$500,000)
- Task orders are firm-fixed price utilizing a RSMeans coefficient applied to each task order.
- If necessary, negotiations between contractor and VA

CONSTRUCTION AND A/E MATOC

Multiple Award Task Order Contract (MATOC) – Multiple Indefinite-Delivery Indefinite-Quantity (IDIQ) contracts

- Minimum of two awards could be more
- Definite period of performance (i.e. 5 years)
- Net aggregate value of task orders provided (i.e. \$50 million)
- Task order range provided (i.e. from \$2,000 to \$2,000,000)
- Construction includes a seed project
- Additional task orders competitively bid among MATOC contractors

ARCHITECT ENGINEERING SERVICES

- Architect Engineering (A/E) Services are procured through the process outlined in FAR 36.
- SF330s are utilized
- Evaluation criteria is specified
- Evaluation board evaluates all submissions
- Holds discussions with at least three of the most highly qualified firms

LOCATING VA OPPORTUNITIES

FBO

VA announces requirements on the Federal Business Opportunities (FedBizOpps) (FBO) website.

<https://fbo.gov>

HOW TO LOCATE CONSTRUCTION PRIME CONTRACTORS

- Register on FBO as an Interested Vendor for the solicitation and review Interested Vendor list
- Attend site walks, prime contractors and other sub-contractors will attend
- Look for the Amendment to the solicitation that contains the site walk sign in sheets – it will contain all contractors that attended the site walk
- Review VA Vendor Information Pages - <https://www.vip.vetbiz.va.gov/>
- Check USA Spending - <http://www.usaspending.gov/>

SDVOSB VS NON-SDVOSB

- SDVOSB capable of working as the prime contractor, bid directly to VA. Locate bid on FBO, attend all site visits, and submit bid on time.
- Non-SDVOSB locate bid on FBO and SDVOSB primes to determine sub contracting opportunities.

SMALL BUSINESS

- Be ready to do VA work
- Introduce your business to VA staff for small one time jobs
- Market your business
- Review FBO opportunities to see if your services are needed.
 - Reach out to prime contractors during the procurement process
- JOC and MATOC contracts
 - Find out contract holders and contact them for subcontracting opportunities

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.
- 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, specifications and drawings. Make sure you understand it.
- Highlight the document. Mark it up. Use post-its.
- Note due date - draft a time line for 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 response at the same time
- Follow the rules. The government forbids contact with the end user during the solicitation process.

WHAT TO RETURN

WHAT TO RETURN

- Solicitation document, document may indicate what pages to return
 - Pricing
 - Signature page
- Past Performance Information, if required
- Required forms listed in the solicitation
- Representations and Certifications, as instructed

WHAT TO RETURN

Additional common items to return include:

- Resumes
- Insurance Certificates
- Licenses
- Bonding, if required
 - Bid Guarantee
 - Payment Bond
 - Performance Bond

NEGOTIATED PROCUREMENTS – RFP OR RFQ

RFP 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 - solicitation states 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.
- Benefits of the higher priced proposal shall merit the additional cost.

WRITING A PROPOSAL

- Start with an outline based on information from the solicitation.
- 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. Demonstrate capability to satisfactorily perform the objectives.
- Include any required statements, sample reports, resumes, etc.
- Review solicitation again to make sure nothing has been overlooked.

CONTRACT PRICING AND TERMS

CONTRACT PRICING

- Complete price schedule
- Check, double check, and then recheck pricing, extensions, and totals.
- You must make a profit.
- Never low ball your response 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 response. Referenced Provisions/Clauses have the same impact as those in full text.

TIPS

TIPS

- Answer questions completely.
- Provide details on pricing if requested.
- Mark and label envelopes as instructed to.
- Note address to submit response to. May be different than what is on the first page.
- Note any information on electronic responses. They may not be allowed.

TIPS

- Submit timely. If you are late it will not be accepted.
- Attend any pre-proposal conference.
- Assume the Government has no prior knowledge of your abilities and experience even if you are well known to them.
- Complete any necessary fill-ins or new certifications and return with your response.
- Submit response in media requested, and include the number of copies requested.

TIPS

- Follow all instructions provided.
- Look for solicitation package and amendments. On FBO “watch this opportunity” so you are notified of changes.
- Return any solicitation amendments, signed by the same official signing the response.
- Better qualifications increase your chances of winning, not prettier responses. Elaborate brochures or documentation, binding, detailed art work, or other embellishments are generally unnecessary and are not desired

TIPS

- Sign your response.
- Note any requirement for specific type/sized font, margin requirements, and maximum number of pages.
- Note and provide any bonding or insurance requirements.

FINAL DOS AND DON'TS

- Prior to submittal, do have someone else review the response.
- 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.
- Contact WPI for assistance.

RESOURCES

RESOURCES

- FAR: <https://www.acquisition.gov/?q=browsefar>
- Air Force FAR: <http://farsite.hill.af.mil/> available through 9-30-2019
- 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

ACQUISITION HOUR LIVE WEBINAR SERIES

- April 30, 2019 – **Update on the Hour Wage Labor Law** – [CLICK HERE](#) for additional information – presented by Corey Walton, Community Outreach and Resource Planning Specialist – U.S. Department of Labor/Wage & Hour Division
- May 7, 2019 – **Learning about the Surety Bond Guarantee From the U.S. SBA** – [CLICK HERE](#) for additional information – presented by Tamara Murray, Underwriting Marketing Specialist, U.S Small Business Administration (SBA), Office of Surety Guarantees
- May 22, 2019 – **The U.S. SBA 8(a) Certification Program and HUBZone Certification** – [CLICK HERE](#) for additional information – presented by Shane Mahaffy, Lead Business Opportunity Specialist, U.S. Small Business Administration (SBA) and Benjamin Blanc, Wisconsin Procurement Institute (WPI)
- May 28, 2019 – **Introduction to Certifications Available to Woman Owned Businesses** – [CLICK HERE](#) for additional information - presented by Shane Mahaffy, Lead Business Opportunity Specialist, U.S. Small Business Administration (SBA) and Kim Garber, Wisconsin Procurement Institute (WPI)
- May 29, 2019 – **Innovation in the Federal Marketplace** – [CLICK HERE](#) for additional information – presented by Marc Violante, Wisconsin Procurement Institute (WPI)
- June 11, 2019 – **GSA Schedule Contract Management and Administration** – [CLICK HERE](#) for additional information – presented by Steve Makovec, Wisconsin Procurement Institute (WPI)
- June 12, 2019 - **State and Federal Certifications for Veteran and Service Disabled Veteran Owned Businesses** – [CLICK HERE](#) for additional information - presented by Shane Mahaffy, Lead Business Opportunity Specialist, U.S. Small Business Administration (SBA) and Benjamin Blanc, Wisconsin Procurement Institute (WPI)
- June 25, 2019 – **Integrating DFARS Requirements Into Your Day-to-Day Cyber Practices** – [CLICK HERE](#) for additional information – presented by Marc Violante, Wisconsin Procurement Institute (WPI)
- June 26, 2019 - **Current Trends in Federal Acquisition** – [CLICK HERE](#) for additional information – presented by James Hasik, Senior Fellow, George Mason University School of Business



13th Annual Wisconsin Government Opportunities Business Conference (GOBC)

In partnership with Volk Field ANG and Fort McCoy

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Registration

For additional information regarding this event, contact Dave Olson at davido@wispro.org or (608) 338-8018.

CLICK HERE to REGISTER.

Location

The 13th Annual Wisconsin Government Opportunities Business Conference (GOBC) will take place at the

**Volk Field Air National Guard Base, Building 475 –
100 Independence Drive – Camp Douglas, WI 54618**

13TH ANNUAL WISCONSIN GOVERNMENT OPPORTUNITIES BUSINESS CONFERENCE (GOBC)

In Partnership with Volk Field ANG and Fort McCoy

JULY 30-31, 2019

The 13th Annual Wisconsin Government Opportunities Business Conference (GOBC), previously known as the Volk Field – Fort McCoy Small Business Conference, is scheduled for July 30th and 31st at Volk Field in Camp Douglas, Wisconsin. Businesses from the Midwest will have the opportunity to participate in two days of technical training with a focus on Infrastructure Opportunities, Federal, State and Local Government Opportunities, Information Security, Manufacturing and Teaming.

Attendees will have the opportunity to hear from and meet with regional experts, leaders of the community, potential customers, potential partners and will also have the opportunity to meet one on one with various government and corporate buyers. All businesses including Small, Large, Disadvantaged, HUBZone, Minority-Owned, Native / Tribal Owned, Woman-Owned, Veteran-Owned and Service-Disabled Veteran-Owned firms will benefit from this event.

EARLY REGISTRATION ENDS June 14, 2019

EVENT REGISTRATION ENDS July 18, 2019

<https://volkfieldsbconference.org/>

MARKETPLACE 2019 – Milwaukee, WI October 23-24, 2019



**WISCONSIN ECONOMIC
DEVELOPMENT CORPORATION**



QUESTIONS?

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