

Strategy for Success

Best Value Proposal Process



®

US Army Corps of Engineers
BUILDING STRONG®

Best Value Defined

Expected outcome of an acquisition that provides the *greatest overall benefit* in response to the requirement.



Simply put...

“Best bang for the buck”



BUILDING STRONG®

Use of the “Best Value” Procurement Method

- “Best Value” procurement is the USACE’s preferred method of acquisition for complex supplies and services.
- Proven to provide Customers with the best overall benefit in response to solicitation requirements.
- Permits the Customer to have a voice in developing evaluation criteria and in evaluating the offers.
- Permits use of Lowest Price Technically Acceptable for non-complex requirements considering non-cost factors based on lowest price.
- Permits trade-offs among cost and non-cost factors, allowing the Government to accept other than the lowest priced proposal.



Methods Used in “Best Value” Procurements

- Lowest Price Technically Acceptable (LPTA)
- Price-Technical-Performance / Trade-Off
- 2 – Phase Design-Build Source Selection



Lowest Price Technically Acceptable

- Solicitation includes 100% Design/Specification package
- Source Selection Evaluation Criteria requires the Offeror's to document technical and past experience in building a similar type project.
- Cost and Non-Cost Factors are both evaluated.
- "Best Value" contract awarded to the Offeror proposing the lowest price technically acceptable proposal.



Price-Technical and Past Performance Trade Off

- Solicitation includes:
 - ▶ 100% Process and Equipment Design / Specification Package
 - ▶ 35% Site and Facility Design with Design Criteria
- Source Selection Evaluation Criteria requires the Offer's to document the past experience building similar type projects.
- Source Selection Evaluation Criteria requires the Offeror to submit certain project specific technical elements like equipment, schedules, etc. to validate the Offeror's understanding of the project requirements.
- Cost and Non-Cost Technical Factors are both evaluated.
- Contract awarded to the Offeror proposing the best combination of factors representing the "best value" based on evaluation criteria.



2 – Phase Design/Build Source Selection

- Phase I – Solicitation includes minimum design drawings and design criteria. 100% design package occurs after award of the construction contract.
- Phase I – Source Selection Evaluation Criteria requires the Offerors to submit info on Key Personnel & Subs, while also documenting general information regarding their past performance in building similar type projects.
- Phase 1 – Only Non-Cost Technical Factors are evaluated by the SSEB.
- Phase II – Source Selection Evaluation Criteria requires the Offerors to submit certain project specific drawings, narratives and lists of items (phasing schedule) that will become part of the contract after award.
- Phase II – cost and Non-Cost Technical Factors are both evaluated.
- Contract awarded to the Offeror proposing the best combination of cost and non-cost factors representing the “best value” based on the evaluation criteria.



In all Best Value Procurements Regardless of the Method Used

- Non-Priced Technical Proposals will always be rated before pricing is revealed to the Price Team.
- Price Proposals are never rated.
- Price Evaluations are focused on a firm fixed price which is defined as the base bid plus all options.
- Price proposals will be evaluated using “Price Analysis”



How to participate

- Watch FedBizOps for synopsis
- Download the solicitation
- Read solicitation COVER TO COVER



Write the Winning Proposal

- Tailor your proposal to the requirement
 - ▶ Adding information beyond what is required does not help
 - Pre-printed brochures not desirable
 - ▶ Not submitting information will hurt
 - Do not assume you will be given “credit” for past success
 - ▶ Do not “repeat” the RFP

- Emphasize the strengths of your firm that solve the Government’s need

- Provide a solution that is linked to past performance successes

- Get to the point
 - ▶ Avoid elaborate and/or drawn-out explanations
 - ▶ Be mindful of the page limitations



Write the Winning Proposal

- Pay particular attention to
 - ▶ Section 00 21 00 Instructions, Conditions, and Notices to Offerors
 - ▶ Section 00 22 10 Phase I Design-Build Selection Procedures
 - ▶ Section 00 22 20 Phase II Design-Build Selection Procedures and Basis for Award

- Emphasize the strengths of your firm that solve the Government's need

- Provide a solution that is linked to past performance successes



Write the Winning Proposal

- Provide good past performance information
 - ▶ Verify POCs and phone numbers
 - ▶ Identify the person with the most knowledge
 - ▶ Let the POC know that they may be called

- Address performance issues
 - ▶ Don't wait for Government to discover
 - ▶ Explain issue
 - ▶ Describe steps to resolution
 - ▶ State the outcome



Write the Winning Proposal

- Be specific and quantify
 - ▶ Provide credibility
- Use bulleted items or list to highlight points
- Use an active voice
- Use varying sentence structures and paragraphs



Conclude the process

- Re-read the solicitation
 - ▶ Ensure that all aspects of the requirement have been addressed in your proposal

- Make sure your proposal is consistent
 - ▶ Do not flip back and forth between technical solutions

- You are responsible for the Quality of your proposal
 - ▶ Make a check list of submission requirements
 - ▶ Make a cross reference checklist between Sections 00 22 00, 00 22 10, and 00 22 22 and the scope of work to your proposal
 - ▶ Your proposal will be part of the contract and is binding
 - Quality counts



Conclude the process

- Complete the Standard Form 1442 Offer and Award Form Acknowledge all amendments
- Submit the best offer
 - ▶ Do not assume you will be given an opportunity to conduct discussions or negotiate
- Submit the offer on time



To Do Business with the Government

- Obtain DUNS number from DUN and Bradstreet
- Register in Central Contractor Registration (CCR) database
- Complete online Representations and Certifications @ www.orca.gov
- Secure bonding
- Ensure financial statements are in order

