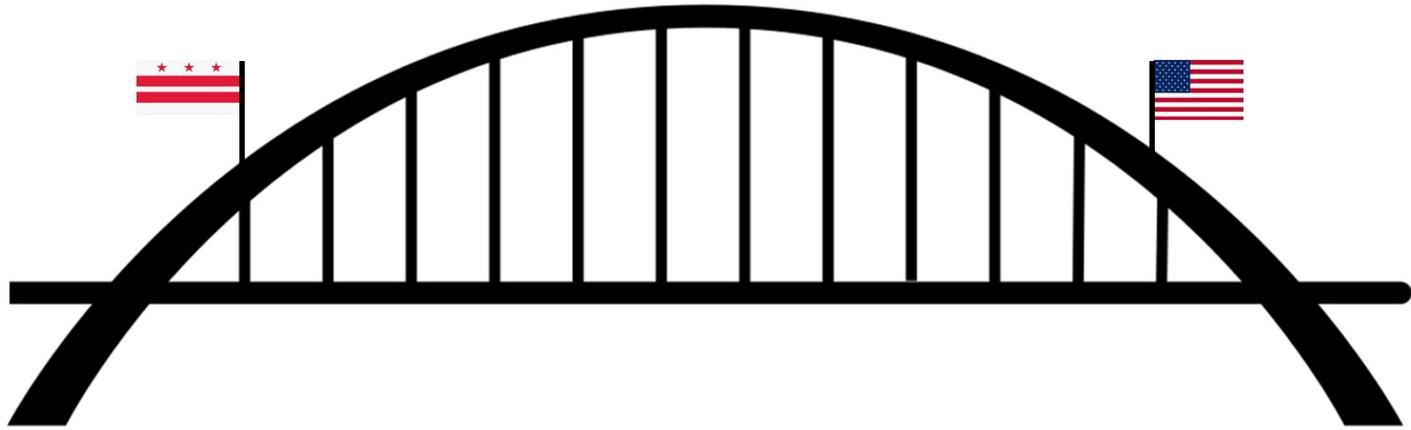


AMENDMENT OF SOLICITATION / MODIFICATION OF CONTRACT			1. Contract Number	Page of Pages 1 1
2. Amendment/Modification Number A005	3. Effective Date	4. Requisition/Purchase Request No.	5. Caption FY20 A/E Schedule	
6. Issued by: District Department of Transportation Office of Contracting and Procurement supporting the District Department of Transportation 55 M Street, SE, 7th Floor Washington, DC 20003		Code	7. Administered by (If other than line 6) See Block 6	
8. Name and Address of Contractor (No. street, city, county, state and zip code)			9A. Amendment of Solicitation No. DCKA-2020-Q-0048	
			9B. Dated 8/18/2020	
			10A. Modification of Contract/Order No.	
			10B. Dated	
Code		Facility		
11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS				
<input checked="" type="checkbox"/> The above numbered solicitation is amended as set forth in item 14. The hour and date specified for receipt of Offers <input type="checkbox"/> is extended. <input checked="" type="checkbox"/> is not extended. Offers must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or as amended, by one of the following methods: (a) By completing Items 8 and 15, and returning <u>1</u> copies of the amendment; (b) By acknowledging receipt of this amendment on each copy of the offer submitted; or (c) BY separate letter or fax which includes a reference to the solicitation and amendment number. FAILURE OF YOUR ACKNOWLEDGMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER. If by virtue of this amendment you desire to change an offer already submitted, such may be made by letter or fax, provided each letter or telegram makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.				
12. Accounting and Appropriation Data (If Required):				
13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACTORS/ORDERS, IT MODIFIES THE CONTRACT/ORDER NO. AS DESCRIBED IN ITEM 14				
A. This change order is issued pursuant to (Specify Authority): The changes set forth in Item 14 are made in the contract/order no. in item 10A.				
B. The above numbered contract/order is modified to reflect the administrative changes (such as changes in paying office, appropriation data etc.) set forth in item 14, pursuant to the authority of 27 DCMR, Chapter 36, Section 3601.3(a)				
C. This supplemental agreement is entered into pursuant to authority of: 27 DCMR § 3601.2				
D. Other (Specify type of modification and authority)				
E. IMPORTANT: Contractor <input type="checkbox"/> is not <input type="checkbox"/> is required to sign this document and return ___ copies to the issuing office.				
14. Description of Amendment/Modification (Organized by UCF Section headings, including solicitation/contract subject matter where feasible.) The purpose of this amendment is to: 1) Incorporate Attachment 1 – Good to Great Proposals – Small Business Focus slide show into the solicitation.				
Except as provided herein, all terms and conditions of the document is referenced in Item 9A or 10A remain unchanged and in full force and effect.				
15A. Name and Title of Signer		16A. Name and Title of Contracting Officer		
		William E. "Bill" Sharp Contracting Officer		
15B. Contractor/Offeror	15C. Date Signed	16B. District of Columbia	16C. Date Signed	
(Signature)		<i>William E. Sharp</i>	6 Oct 20	
		(Signature of Contracting Officer)		



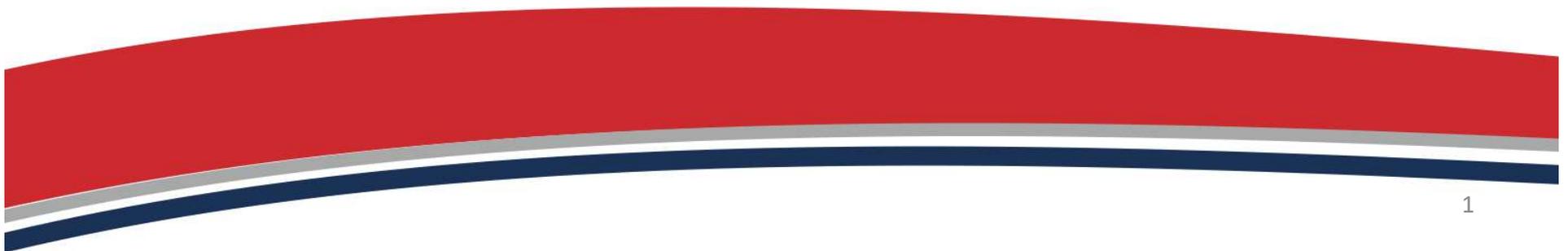
FY20 A/E Schedule



@

d.

Good to Great Proposals
Small Business Focus
6 October 2020



Agenda

- **District Opening Remarks and Introductions**
 - William E. “Bill” Sharp, Chief Contracting Officer
 - Ravindra “Ravi” Ganvir, P.E., DDOT Deputy Chief Engineer
 - Kyle Cox, A/E Contract Specialist - Contractor
- **Presentation Disclaimer**
- **Submittal Requirements and Considerations**

Agenda – Cont'd

- **Factors, Rating Definitions and Considerations**
- **A/E Evaluation Factors: Discussion and Strategies**
 - A/E Factor 1 – Professional Quals
 - A/E Factor 2 – Experience
 - A/E Factor 3 – Capacity
 - A/E Factor 4 – Past Performance
- **Principles for Crossing the “Acceptable” Chasm**
- **Questions and Open Forum**



Presentation Disclaimer

No statements made during the course of this presentation, either verbal or written, should be construed as altering or amending the terms and conditions of any solicitation issued by the District.

Submittal Requirements and Considerations (1 of 2)

L.5.1 – Responses must be submitted on the SF330

L.6 – A UNIQUE RESPONSE IS REQUIRED FOR EACH CATEGORY!

L.6.1 – Responses will be submitted using DTAP (Ref Attachment J.14 for instructions)

L.6.3 – Each response must comply with the following:

- Total submission length shall not exceed 40 pages
- Only Key Personnel Resumes shall be provided in accordance with the chart in §L.6.3.2. While all categories require 6 resumes, the labor categories vary by Schedule category.
- Experience is limited to four project examples
- SF330 Section H is limited to 15 pages
- The chart on the right depicts the minimum/maximum pages by SF330 section and leaves 10 pages to flex in other areas.

Submittal Article	Min/Max Pg Count
Submittal Cover Page	1 Pg Min
SF330 Part I §§ A-C	1 Pg Min
SF330 Part I § D (Org Chart)	1 Pg Min
SF330 Part I § E (Key Personnel Resumes)	6 Pgs Min
SF330 Part I § F (Experience Examples)	4 Pgs Min
SF330 Part I § G (Key Personnel Participation in Experience)	1 Pg Min
SF330 Part I § H (Additional Info)	15 Pgs Max
SF330 Part II	1 Pg Min
Total Pages	30 Pgs



Submittal Requirements and Considerations (2 of 2)

- Each offeror should craft its submission as they see fit in accordance with the solicitation restrictions. Many times, success is less about the distribution of space by section and more about what is actually said in each section.
- For instance, an offeror may choose to spend ½ of the total allotted pages on describing its example projects, but this may result in too much detail for experience and not enough detail for the other sections.
- Each offeror must find the balance between providing adequate details to communicate its qualifications to perform, but not significantly exceed the minimum data needed to achieve this goal.

A/E Evaluation Factors

Factor 1 (35 Points): The professional qualifications necessary for satisfactory performance of the required services, including professional qualifications of Key Personnel (“Professional Quals”);

Factor 2 (30 Points): The firm’s specialized experience and technical expertise in the types of work required as stated in the RFQ (“Experience”);

Factor 3 (10 Points): Capacity to accomplish the work in the required time (“Capacity”); and

Factor 4 (25 Points): Past performance on contracts with governmental agencies and private industry in terms of cost control, quality of work and compliance with performance schedules (“Past Performance”).

Rating Definitions and Considerations (1 of 2)

Unacceptable: Fails to meet minimum requirements; *e.g.*, no demonstrated capacity, major deficiencies which are not correctable; Proposer did not address the factor.

Poor: Marginally meets the minimum requirements; major deficiencies which may be correctable.

Minimally Acceptable: Marginally meets minimum requirements; minor deficiencies which may be correctable.

Acceptable: Meets requirements; no deficiencies.

Good: Meets requirements and exceeds some requirements; no deficiencies.

Excellent: Exceeds most, if not all requirements; no deficiencies.

Deficiency – Is defined as a material failure of a proposal to meet a District requirement or a combination of significant weaknesses in a proposal that increase the risk of unsuccessful contract performance to an unacceptable level.

Definitionally, leaving off a single requirement means the highest score you could receive would be a Minimally Acceptable: Marginally meets minimum requirements...

Rating Definitions and Considerations (2 of 2)

Strategies and Considerations

- 1) If you don't meet the requirement, you cannot receive an "Acceptable" factor rating.
- 2) Keep in mind, any qualifications above the requirement **MUST** add value to the qualifications to perform the requirement. If the requirement is to have a B.S. in an engineering field of study, having a Ph.D. in Economics, while it exceeds the education level, will not add the same value as a Ph.D. in an engineering field of study.
- 3) Likewise, if an offeror is striving to receive a Good or Excellent rating, the rating definitions should guide what qualifications are included.

A/E Factor 1 – Discussion and Strategies (1 of 2)

Factor 1 – What to Expect: “Professional qualifications necessary for satisfactory performance of required services including professional qualifications of Key Personnel.”

Common Mistakes/Advice: Resumes that are outdated and/or not tailored specifically to the requirement.

Example and TEP Findings

- 1) The Individual did not meet the education requirements.
- 2) The individual’s experience did not align with the project requirements for the assigned role in the contract.

E. RESUMES OF KEY PERSONNEL PROPOSED FOR THIS CONTRACT (Complete one Section E for each key person.)			
12. NAME	13. ROLE IN THIS CONTRACT Project Engineer	14. YEARS EXPERIENCE	
		a. TOTAL	b. WITH CURRENT FIRM 10
15. FIRM NAME AND LOCATION (City and State)			
16. EDUCATION (Degree and Specialization) General Studies, General Studies, Accounting Studies,		17. CURRENT PROFESSIONAL REGISTRATION (State and Discipline)	
18. OTHER PROFESSIONAL QUALIFICATIONS (Publications, Organizations, Training, Awards, etc.) Computer Skills: Microsoft Office, Microsoft Word, Power Point, and Excel; TCM Accounting Software; QuickBooks Pro – 2014 Prolog Construction Project Management; Quicx Construction Management & Commissioning; Past PivotTable Experience			

Strategies and Considerations

Always meet the minimum qualifications! When the District defines the minimum qualifications for a position, this is the starting point of the technical evaluation in order to get an “Acceptable”. The main problem with not meeting the minimum qualifications for even a single position is that most other offerors will. Therefore, all other factors being equal, it is extremely hard to make up for any points lost. Not meeting the minimum will reduce the TEP’s confidence in the offeror’s understanding of the work and its ability to successfully perform the requirement.

A/E Factor 1 – Discussion and Strategies (2 of 2)

Considerations to Increase Your Score:

1) Proposing personnel with qualifications greater than those required for the position.

All qualifications must be relevant to the requirement, and the extent of the perceived value to the District may be dependent on how the qualifications are described in the SF330. To the maximum extent practicable, offerors should describe the qualifications in terms of its demonstrated qualifications to perform the requirement. The qualifications may be in terms of years of experience or education.

A/E Factor 2 – Discussion and Strategies (1 of 2)

Factor 2 –What to Expect: The firm’s specialized experience and technical expertise in the types of work required as stated in the RFQ.

Common Mistakes/Advice: Evaluation of the work itself by comparing the experience presented in comparison to the scope of work. Offerors should strive to match their experience to the solicitation requirement as closely as possible. This may be in terms of dollar magnitude, complexity, risks, challenges, level of coordination, or type of work.

Example and TEP Findings

For a CM requirement related to bridge construction, the offeror makes a general statement regarding its skill in designing bridges that enhance the natural surroundings, but failed to present adequate project examples to demonstrate its qualifications to perform construction management of bridges.

Strategies and Considerations

Offerors should tailor their experience examples to the requirement as closely as possible, and ensure a reasonable overlap exists between the Key Personnel and the example projects. Provide as many specific project examples needed (subject to the solicitation limitations*) to adequately demonstrate your firm’s capability to perform the requirement.

*Note: Limited to 4 Example Projects

A/E Factor 2 – Discussion and Strategies (2 of 2)

Considerations to Increase Your Score:

- 1) A firm may achieve a higher rating by providing experience examples that are greater than the requirement in terms of complexity or magnitude. Provide the dollar amount or other numerical indicator of the size of the project.

- 2) To the maximum extent practicable, offerors should strive to depict experience that involved the proposed key personnel. This ensures that the District will not only receive the stated qualifications but adds a layer of demonstrated capability to perform.

A/E Factor 3 – Discussion and Strategies (1 of 4)

Factor 3 –What to Expect: Capacity to accomplish the work in the required time

Common Mistakes/Advice: Demonstrate the offeror’s understanding of the requirement such that sufficient personnel in terms of quantity and labor categories are proposed to successfully complete the project.

Example and TEP Findings

The staff matrix shown on page X indicates that most of the staff members proposed for this project are currently occupied and performing on other projects. The offeror provided no details regarding the availability of the proposed personnel.

Strategies and Considerations

Factor 3 is an assessment of a offeror’s understanding of the work such that they propose a reasonable labor mix and quantity of personnel to perform the work in the required time*. Furthermore, that the firm demonstrates the availability of the proposed Key Personnel. The following are the high level considerations for Factor 3:

- Offerors should propose a reasonable labor mix and quantity of personnel to perform the work in the required time, and
- All offerors must offer the minimum level of capacity needed to accomplish the work in the required time. If this does not occur, the TEP will likely document deficiencies.

* Note: 6 Key Personnel



A/E Factor 3 – Discussion and Strategies (2 of 4)

Strategies and Considerations

The value of capacity in excess of the minimum requirement is subject to a law of diminishing return as follows:

- 1) By virtue of having a weight on the factor. The maximum value for Factor 3 is 10 points; therefore, regardless of the excess measure of capacity, the maximum points available is still 10.
- 2) At some point beyond the theoretical minimum, the value of excess capacity is diminished by the complete mitigation of performance risk.

A/E Factor 3 – Discussion and Strategies (3 of 4)

The Bottom Line

Offerors often fail to adequately demonstrate the capacity of the firm and/or key personnel due to the key personnel's current involvement on other projects, or the firm's ongoing project portfolio. In other words, offerors should explain how the firm is *not* overextended.

Be certain to demonstrate that (despite all of the ongoing work a firm may present in terms of experience) the firm has sufficient capacity to also successfully staff (with high quality resources) and perform the required work.

Also note, a firm's size has little impact on the remaining evaluation criteria. Factors 1, 2, and 4 focus on non-size related qualifications that value characteristics such as years of relevant experience, credentials, breadth of experience, and administration & record of the work history.

A/E Factor 3 – Discussion and Strategies (4 of 4)

Considerations to Increase Your Score :

- 1) How is your firm staffed to overcome actual or perceived capacity challenges that may arise during performance?
- 2) Provide precise traceability between proposed Key Personnel and their availability to perform the current requirement.
- 3) For each Key Personnel member, provide a percentage of time the individual is available to work on the project.

A/E Factor 4 – Discussion and Strategies (1 of 3)

Factor 4 –What to Expect: Past performance on contracts with governmental agencies and private industry in terms of cost control, quality of work and compliance with performance schedules.

Common Mistakes/Advice: Unlike Factor 2, this criterion evaluates the administration of the work experience. Offerors should demonstrate how, when performing the relevant work experience, they were able to maintain acceptable quality, adhere to the schedule, and monitor and control costs. This is not past performance in the traditional sense in terms of references, recency, relevancy, etc.

Example and TEP Findings

Section X of the solicitation document requires the consultants to provide relevant information regarding past performance in three separate areas including cost control, quality of work, and compliance with performance schedule. The offeror, in sec. H on page X of the submission, fails to list and describe its experience with Government agencies and/or private industry with regards to the above-mentioned past performance areas. The provided information applicable to Factor 4 omits cost control and compliance with performance schedules.

A/E Factor 4 – Discussion and Strategies (2 of 3)

Strategies and Considerations

Many offerors miss addressing the specifics of Factor 4. They assume their experience descriptions will cover this factor, but often, they do not sufficiently detail information to score higher than Acceptable. This oftentimes results in a less than Acceptable rating because evaluators are unable to assess these specific areas (Cost, Quality, and Schedule) in the submission according the criteria. Each aspect of the factor must be addressed in the qualifications submission.

A/E Factor 4 – Discussion and Strategies (3 of 3)

Considerations to Increase Your Score:

- 1) A firm may achieve a higher rating by describing challenges encountered during performance with a relevant risk to quality, schedule, and/or cost, and how they managed the risk and achieved a positive outcome for the project.
- 2) Call out with specificity the topic headings of cost control, quality control and schedule compliance. Do not assume the reviewer can find these topics in a general format or buried in the context of another discussion topic. Each must specifically be addressed.

Principles for Crossing the “Acceptable” Chasm (1 of 3)

Principle 1: Always get the Basics Right

This is a broad principle, but one that sets the stage for the rest. In order to cross the acceptable chasm to a higher score, you must first get the basics right. Below are some considerations to consider:

1. Did you adequately and clearly address all requirements and each evaluation criteria?
2. Did you analyze the project, looking for risks/mitigations, benefits applicable to the District? If so, are those clearly stated or addressed in your submission?
3. Did you tailor all resumes specifically to the requirements?
4. Did you tailor your firm’s experience to match (as closely as possible) the parameters of the requirement being solicited?
5. Did you select a team that precisely matches the needs of the requirement?

Principles for Crossing the “Acceptable” Chasm (2 of 3)

Principle 2: Exceed the Minimum Qualifications

Demonstrate, with sufficient evidence, that the proposed qualifications ***exceed*** some of the requirements as defined in the scope and according to the rating definitions. Throughout, there must be a clear benefit to the District.

This may include reducing risk to performance, quality, schedule, or cost overrun; and incorporating details that are likely to increase the District’s confidence in an offeror’s ability to perform successfully.

Principles for Crossing the “Acceptable” Chasm (3 of 3)

Principle 3: Additional Value May Be in the Details

Offerors may be tempted to provide only a basic description of a Key Personnel’s experience or the firm’s project examples. Offerors should not omit pertinent details from their submission based on an assumption of the District’s familiarity with the Offeror. If you do, these details will not be considered in the evaluation.

Questions
And
Open Forum