

# PITTSBURGH 2019

APRIL 16-18, 2019

**How Small  
Businesses Can  
Improve Their  
Proposals**

**Rosetta Rodwell**  
**Contracting Officer**  
**Office of Headquarters Procurement**  
**Services**  
**U.S. Department of Energy**

**New American Energy Era**



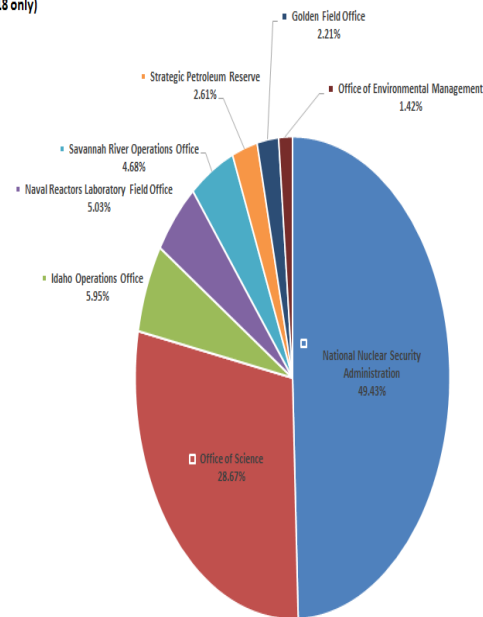
18<sup>th</sup> Annual DOE Small Business Forum & Expo  
APRIL 16 – 18, 2019 | PITTSBURGH, PA



# FY 2018 Acquisition Awards (M&O)

Contracting Office	NUMBER OF ACTIONS	OBLIGATED AMOUNT
National Nuclear Security Administration	191	\$11,851,899,033.65
Office of Science	329	\$6,875,375,039.35
Idaho Operations Office	19	\$1,426,895,694.12
Naval Reactors Laboratory Field Office	16	\$1,205,687,783.24
Savannah River Operations Office	81	\$1,122,547,534.93
Strategic Petroleum Reserve	17	\$626,267,896.72
Golden Field Office	34	\$529,396,487.65
Office of Environmental Management	32	\$339,729,861.13
<b>Grand Total</b>	<b>719</b>	<b>\$23,977,799,330.79</b>

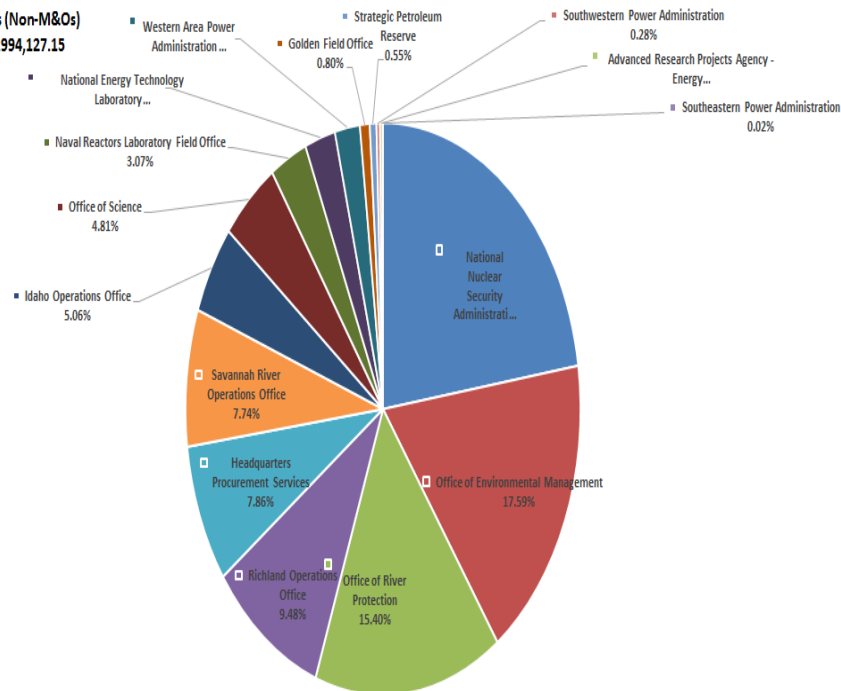
FY 18 Acquisition Awards (M&Os active in FY 18 only)  
Total Obligations: \$23,977,799,330.79



# FY 2018 Acquisition Awards (Non-M&O)

## FY 18 Acquisition Awards (Non-M&Os)

Total Obligations: \$9,700,994,127.15



Fiscal Month	NUMBER OF ACTIONS	OBLIGATED AMOUNT
OCT-18	515	\$636,154,654.20
NOV-18	760	\$418,762,510.06
DEC-18	883	\$311,808,243.70
JAN-18	1056	\$621,609,800.52
FEB-18	972	\$665,380,490.03
MAR-18	1236	\$520,475,089.43
APR-18	988	\$869,361,528.29
MAY-18	1143	\$793,078,057.30
JUN-18	967	\$872,450,584.79
JUL-18	1040	\$563,362,704.25
AUG-18	1313	\$1,378,408,998.46
SEP-18	1941	\$2,050,141,466.12
<b>Grand Total</b>	<b>12814</b>	<b>\$9,700,994,127.15</b>

# Types of Solicitation

- An **RFQ** is used to obtain information and quotations on pricing. This solicitation type is used when the estimated value of the government's need is less than \$250,000.
- An **RFP** is used to communicate government requirements to prospective contractors and solicit proposals. The RFP will describe the government's requirements, anticipated terms and conditions, information required and factors that will be used to evaluate the proposal.
- An **IFB** is often referred to as a sealed bid solicitation. Typically there will not be any discussions or negotiations following the IFB response. Price is the key consideration during this bid process.

# Understand Federal Government Contracting Process

## What YOU understand...

- **Pre-Solicitation**
- **Solicitation**
- **Evaluation**
- **Award**
- **Administration**

## What to Avoid.....

- **Not fully understanding the solicitation and governing regulations**
- **Submitting an incomplete or late submission**
- **Not providing specificity or focus**
- **Highlighting too much fluff and not enough substance**
- **Not understanding best value considerations**
- **Unrealistic pricing**
- **Failure to address evaluation factors**
- **Errors in submission**

# Did you know?

- **Small Business Set-Aside:** Each acquisition of supplies or services that has an anticipated dollar value exceeding \$10,000 (micro-purchase threshold) but not exceeding the Simplified Acquisition Threshold (SAT) of \$250,000 (\$300,000 for contingency operations) is reserved exclusively for small business concerns and should be set aside per FAR 19.5.
- Purchases from required sources of supply under FAR 8 are exempt from small business set-aside requirements.
- However, if the CO is recommending that the acquisition should not be set-aside for small business, the CO must obtain the OSDBU approval.

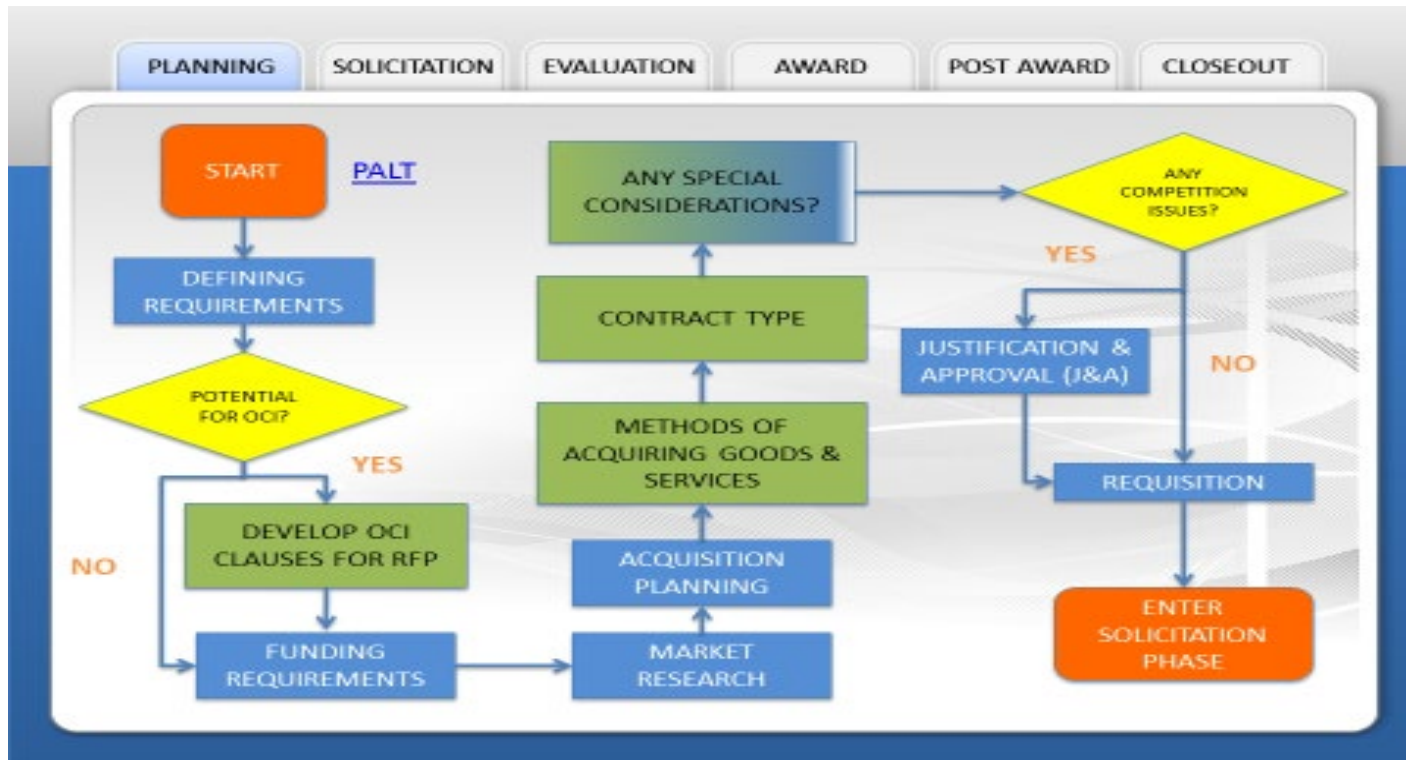
# How are you marketing your company?

## Market Research:

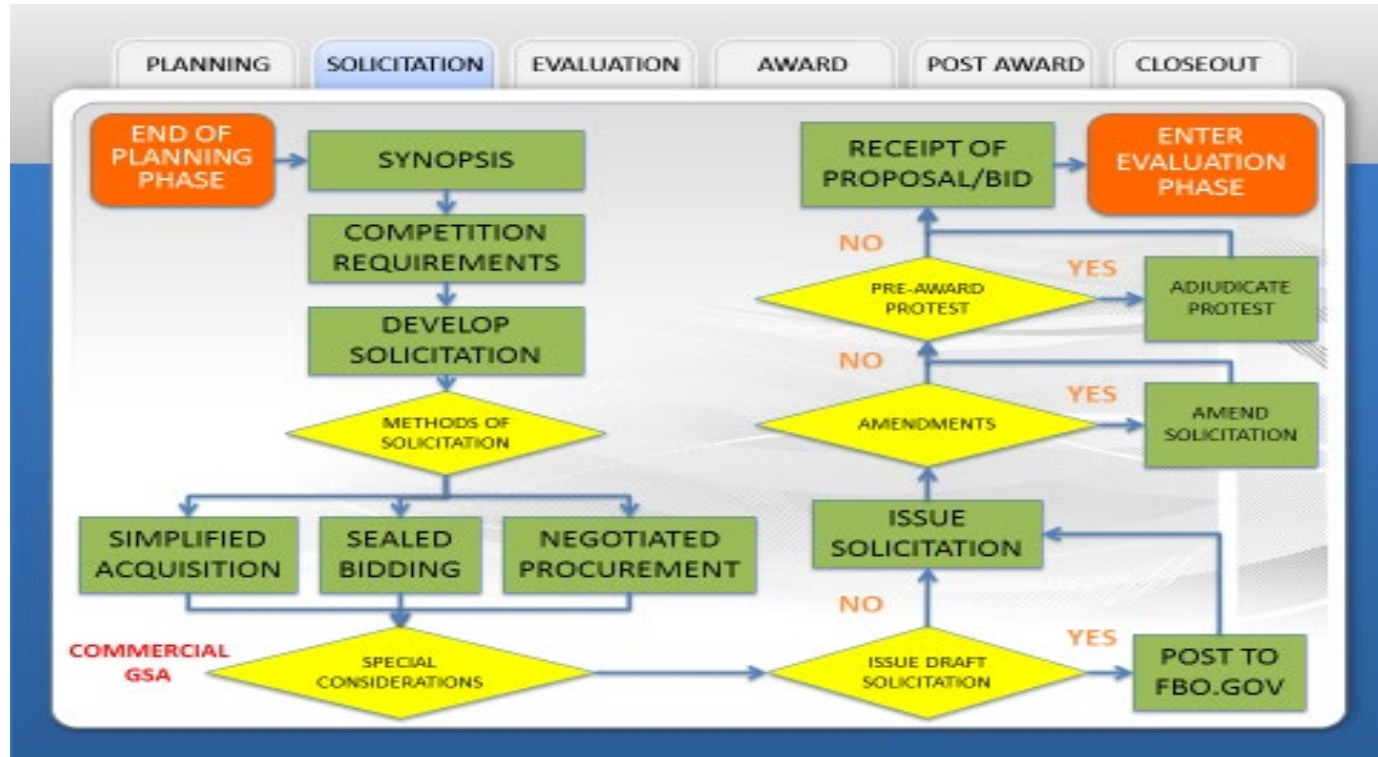
- Conducted first by the Customer/Project Officer and again by the Contracting Officer before soliciting offers.
- Extent of market research will vary depending on such factors as urgency, estimated dollar value, and complexity of the requirement, and past performance.
- **Market research objectives:**
  - Identify products and technologies, particularly to determine if a commercial item can meet the Government's requirements
  - Identify the size and status of potential vendors
  - Assess the competitiveness of the market
  - Identify commercial practices



# PLANNING



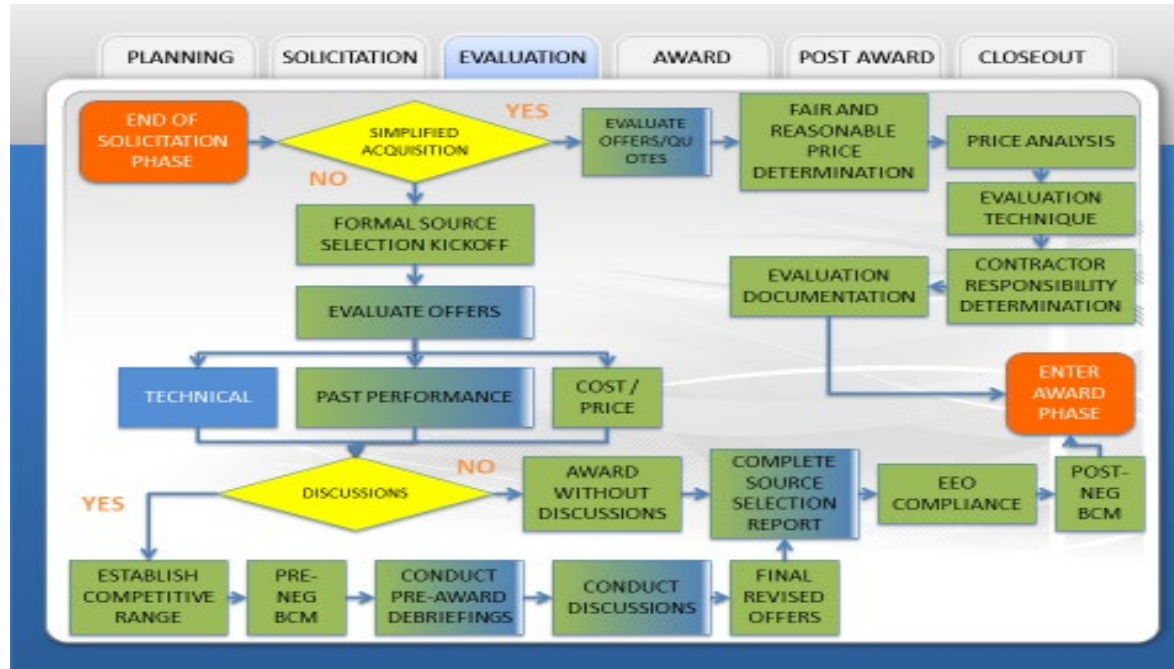
# SOLICITATION



# DOE/Government Points of Entry for Announcements:

- FedBizOpps - [www.fbo.gov](http://www.fbo.gov)
- FedConnect - [www.fedconnect.net/](http://www.fedconnect.net/)
- e-buy - [www.ebuy.gsa.gov/advantage/ebuy/start\\_page.do](http://www.ebuy.gsa.gov/advantage/ebuy/start_page.do)
- Grant Opportunities – [www.grants.gov](http://www.grants.gov)
- ARPA-E funding opportunities – [www.arpa-e-foa.energy.gov/](http://www.arpa-e-foa.energy.gov/)
- DOE Laboratories business opportunities (Oak Ridge, Sandia, NETL, NREL, etc.)

# EVALUATION



# Evaluation of Non-Price/Cost Factors

The government applies a rating to each category for each proposal received on the following factors:

- **Factor 1: Technical Approach**
- **Factor 2: Past Performance**
- **Factor 3: Management Approach**
- **Factor 4: Experience**
- **Factor 5: Quality Control Approach**

# When developing a technical proposal:

- Include past performance to show that you have successfully completed projects that are similar to the one in the solicitation.
- Create a high level sketch of how the project will be managed then drill down to specific tasks, timelines, and deliverables.
- Develop a team with adequate experience to meet the requirements—this might require you to develop a strategic alliance or bid with a partner.
- Use a quality assurance process that includes Plan, Do, Check, Act, and Improve.

# How to Get Technical

## Did you consider?

- List past performance of individuals
- Team with others.
- Personal vs non-personal services
- All service contracts, whether performance-based or not, requires the use of a QASP in accordance with FAR 46.103(a) to measure performance.

## Did you review?

- Performance Work Statement (PWS) that provides required outcomes and quality standards.
- Place of performance
- Period of performance or delivery schedule for supplies
- Key experience or skills required of Contractor personnel

# Session Evaluations

**Reminder:**

**Please complete the Speaker/Session  
Evaluation Form located in the  
Mobile App.**

**Thank you!**



**USD E'19**



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# Questions?

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