

SAME San Diego
Small Business Outreach Event
NAVFAC SW Initiative and Opportunities

Martin Smith, CAPT, CEC, USN (Ret)
Deputy Operations Officer
NAVFAC SW

10 May 2017

NAVFAC Core Competencies



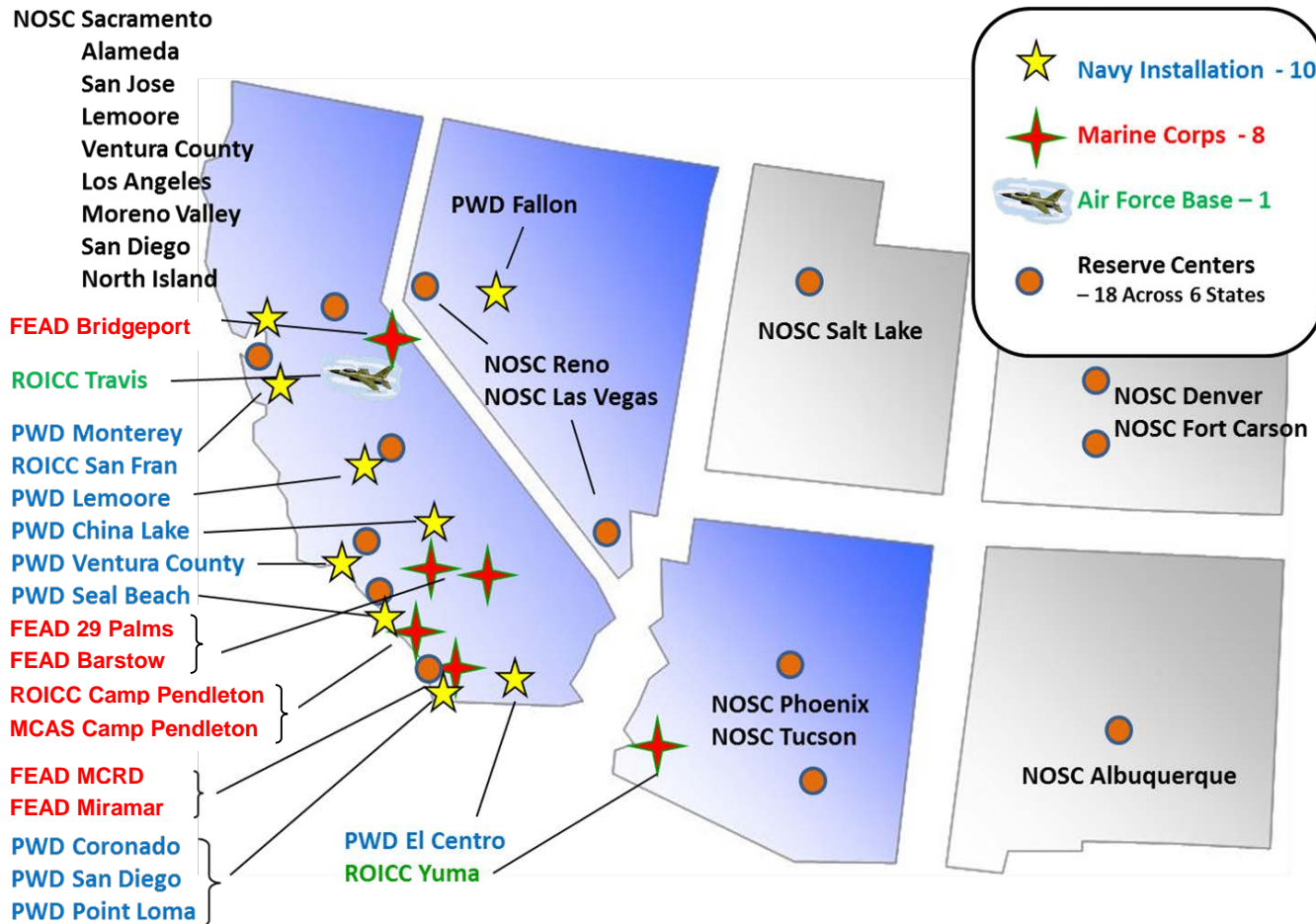
NAVFAC Delivers Facilities & Expeditionary Solutions:

- Facilities Planning, Operations & Sustainment
- Environmental Compliance & Restoration
- Shore Anti-Terrorism Force Protection
- Utilities and Energy Management
- Specialized Technical Services



- Design, Repair & Construction
- Expeditionary Equipment
- Contingency Support
- Ocean Facilities
- Real Estate
- BRAC

Area of Responsibility



Coastal | Desert | Marine Corps
19 offices assigned to three Integrated Project Teams (IPTs)

Office of Small Business Mission Statement



- **The Navy Office of Small Business Programs promotes acquisition opportunities where small business can best support the needs of our Sailors and Marines.**
- **Through policy, advocacy, and training we foster industry innovation, technology development, and the acquisition of quality products, services, and solutions from small business providers.**

Office of Small Business Programs Functions



- **Advocate for small business**
- **Assist in acquisition planning / acquisition strategy**
- **Member of source selection board**
- **Small Business Subcontracting Plan Reviews**
- **Education / Training**
- **Large Business Prime Contractor Reviews / Audits**
- **Outreach**
- **Counseling / Advice / Guidance**
- **Ensure SB missions and Command objectives are met.**

Navy Buying Commands



There are 10 major Naval Commands that support Small Business Contracting.

Acquaint yourself with the type of products and services they provide to the naval warfighter and see if they align with the products and services your company can provide.

Each buying command has a specific procurement authority.

Know where you fit.

- Marine Corps Systems Command
- Naval Air Systems Command
- Naval Sea System Command
- Office of Naval Research
- Strategic Systems Program
- HQ Marine Corps Installations and Logistics
- Space and Naval Warfare
- Naval Supply Systems Command
- Military Sealift Command
- Naval Facilities Engineering Command (NAVFAC)

What NAVFAC Southwest Buys



➤ Capital Improvements

- Construction Services
- Architect & Engineering Services
- Design In-House
- Specialized Technical Services
- Ocean Engineering

➤ Environmental

- Environmental Planning/NEPA
- Environmental Compliance & Conservation
- Environmental Restoration
- Sustainable Solid Waste Management

➤ Public Works

- Facility Sustainment
- Utility & Energy Management
- Base Operation and Maintenance
- Facility Services

➤ Asset Management

- Real Estate
- Land & Installation Planning
- Facilities Planning
- Encroachment Management
- Facilities Integrated Logistics Support
- Real Property Acq, Mgmt & Disposal

Types of Contracts

- **Basic Ordering Agreements (BOA)** (Construction only)
- **Job Order Contracts (JOC)** (Construction)
- **Base Operation and Support (BOS)** (Services)
- **Multiple-Award Contracts**
(Construction, Environmental, and Services)
- **Indefinite Delivery Indefinite Quantity (IDIQ)**
(Construction, Architectural & Engineering, Environmental, Services)
- **Stand-Alone, Single Award Procurement**
(All types of services) (Competitive or Sole Source)



Rules for A/E Procurements



- If the services of a registered or licensed architect or engineer are required, Brooks Act procedures must be followed.
- The acquisition of A/E services shall be issued on a competitive basis. No sole source awards.
- Market research used to determine acquisition strategy and possible SB set-aside.
- No SB set-aside for MILCON projects
- Must be able to slate THREE highly qualified firms
- Award to the most highly qualified firm at negotiated price that is fair and reasonable.



Brooks Act and Small Business



Except for Military Construction, market research will be conducted during the acquisition planning phase of the procurement to determine if the requirement can be set-aside for 8(a), HUBZone, EDWOSB, SDVOSB, or SB.

Market Research Includes...

- **Sources Sought Announcement – analysis of responses**
- **Dynamic Small Business Search database**
- **Historical information**
- **Industry forums**
- **SBA, PTAC, and Other Agency information**
- **Other innovative strategies**

Planned NAVFAC SW A/E Contracts



	Contract	Capacity	TO Range
UR	Mechanical Engineering/Plumbing/FP	\$30M	\$500K - \$2.5M
SB	Facility Planning	\$15M	\$10K - \$750K
SB	Interior Design	\$5M	\$5K - \$500K
UR	Architect (Multi-Disc) MILCON only	\$100M	\$300K - \$5M
SB	Structural	\$30M	\$5K - \$3.5M
8a	Civil	\$15M	\$5K - \$500K
UR	Civil	\$30M	\$300K - \$5M
TBD	Fire Protection	TBD	TBD

Environmental Industry Day Forums



- **Environmental Business Line has been holding Industry Days for larger procurements.**
- **Provides opportunity to have an open dialog with industry experts prior to issuance of Request for Proposals (RFP).**
- **Provides opportunity for Government to receive industry input concerning the project**
- **Allows discussion of challenges “before-the-fact” by gathering and discussing past experiences and success stories.**
- **Streamlines procurement process by addressing concerns upfront rather than through Requests for Information (RFIs) during proposal phase.**

NAVFAC SW Environmental Procurements Underway



Title	Scope	Type	Duration	Capacity	RFP	Est. Award Date
EV Lab Services	Services	FP, UR, Single	5 yr	\$30 M	Issued	Q3 FY17
CERCLA/RCRA	Restoration	FP, SB, Single	5 yr	\$75 M	Issued	Q4 2017
EMAC III	Restoration	FP, MAC	5 yr	\$240 M	Q4 FY17	Q2 FY18
CR MASC	Cultural Res	MAC	5 yr	\$30 M	Q1 FY18	Q3 FY18
Admin Record	Restoration	FP, Single	5 yr	\$4 M	Q3 FY17	Q1 FY18
8(a) EMAC	Restoration	FP, SB, MAC	5 yr	\$95 M	Q4 FY17	Q1 FY18
MARAC	Restoration	CP, MAC	5 yr	\$240 M	Q3 FY17	Q2 FY18

**** Data contained herein is based on the best available information and is subject to change**

Future Workload Projections



Search
“NAVFAC
Southwest”

Future Workload
Report
at
NAVFAC
Southwest
Homepage
USEFUL LINKS

NAVFAC Southwest
Naval Facilities Engineering Command

Enter Query

Employees Client View Map

ABOUT US CONTACT US NEWS

Recurring Shop Replace Air Conditioning System

NAVFAC Southwest Public Works in-house shop personnel replaced a major air conditioning system on a building at NBSD. HVAC Mmechanic and plumber installed new copper pipe for the suction and discharge lines of the new condenser.

NAVFAC Southwest's mission is to provide facilities engineering support to the Navy, the Marine Corps, and other supported commands as assigned. We are the Navy's facilities engineering professionals, committed to operational readiness. We serve the Navy and Marine Corps team, Unified Command and Control. We deliver best value Facilities Engineering and Acquisition services.

- Capital Improvements
- Public Works
- Environmental
- Asset Management
- Contingency Engineering

NAVFAC Southwest provides facilities acquisition, installation engineering/support and Seabee/contingency engineering services to the Navy, Marine Corps and other Department of Defense and federal agencies.

USEFUL LINKS

- Future Workload Projection

ANNOUNCEMENTS

View All

USEFUL LINKS

- Future Workload Projection
- USA JOBS

This is the Federal Government's official website for applying for Civilian positions. In order to be considered for a position within

http://www.navfac.navy.mil/navfac_worldwide/atlantic/fecs/southwest.html

Full transparency on projects & acquisition tools



Requesting Visit to NAVFAC SW



- NAVFAC SW has specific protocol and a process for contractors to follow when submitting visit requests.
- Protocol was developed to:
 - 1) Provide industry representatives with a fair and equal opportunity to contact the command
 - 2) Ensure minimal disruption to the Navy mission.
- The Contractor Visit Protocol can be found in the NAVFAC SW Public Web Site at the following link:
https://www.navfac.navy.mil/navfac_worldwide/atlantic/fecs/southwest/contact_us/KTR_Visit_POC.html
- To request a contractor call/visit, personal visit, or social call, send an e-mail to the command's Contractor Visit Coordinator at:
NAVFAC_SW_Contractor_Visit_Coordinator@navy.mil

Additional Resources



Small Business Administration

<http://www.sba.gov>

Procurement Technical Assistance Center

<http://www.dla.mil/SmallBusiness/Pages/ProcurementTechnicalAssistanceCenter.aspx>

DoD Small Business Professionals

http://www.acq.osd.mil/osbp/doing_business/DoD_Contracting_Guide.htm

NAVFAC Small Business Websites

<https://smallbusiness.navfac.navy.mil>

https://www.navfac.navy.mil/navfac_worldwide/atlantic/fecs/southwest/about_us/small_business.html

Questions?

Back-up Slides



Source Selection Process



- **Acquisition Planning**
- **Set-Aside Determination (determined by market research)**
- **Solicitation**
 - **Scope of Work**
 - **Contract Requirements (FAR Clauses, admin reqmts)**
 - **Evaluation Factors**
 - **Proposal Submission Requirements**
- **Low Price Technically Acceptable \leftrightarrow Trade Off**
 - **Single Phase or Two Phase**
- **We can only evaluate your proposal against the solicitation requirements. Your technical proposal is not compared to other proposals.**

Evaluation Factors



- **Past Performance / Technical Experience**
 - Technical Experience describes **WHAT** you have done in the past
 - Past Performance describes **HOW WELL** you have done it.
 - Similar to scope of work on contract
- **Proposed Technical Solution (Design/Build)**
 - Innovation, Feasibility, Risk, In line with solicitation, Cost?
- **Management Team / Org Structure**
- **Small Business Utilization**
(equal to highest rated technical factor)
- **Safety**
- **Price**

Proposal Do's and Don'ts



- #1 Rule of responding to a solicitation
 READ THE ENTIRE SOLICITATION!!!!
- **Don't** just read the specification section and proposal submission requirements
- **DO** look up and read the FAR/DFARS/and other administrative contract requirements. Make sure you understand them.
- **Don't** neglect any portion of the submission requirements or questions. Make sure you respond to each component of a multi-part question or requirement even if you believe they do not pertain to you. Answer everything!
- **Don't** assume the review board can “read between the lines”.
Proposals are evaluated at FACE VALUE.

Proposal Do's and Don'ts (2)



- **Don't** get creative with format and organization of proposal.
- **DO** follow instructions to the letter.
 - Project date ranges, similarity to scope, dollar threshold,
 - Page limitations, front/back, single/double spaced, font.
- **DO** pay attention to detail
 - PROOF READ your entire proposal – one person not team
 - Correct spelling and grammatical errors.
 - Make sure POC and Reference information is current and ACCURATE.
- **DO** make sure you get it in ON TIME
 - FedEx, FAX, email, snail mail – what is allowed and what is not.

Current NAVFAC SW A/E Contracts



	Contract	Expires	Capacity	TO Range
UR	Civil	Sep 2019	\$30M	\$500K - \$3.5M
8(a)	Civil	Jun 2019	\$7.5M	\$5K - \$500K
UR	Waterfront Facilities	Sep 2018	\$7.5 M	\$5K - \$1.5M
SB	MEP	Dec 2019	\$30 M	\$200K - \$2.5M
8(a)	M&P	Nov 2018	\$7.5 M	\$5K - \$500K
SB	Structural	Feb 2020	\$10 M	\$5K - \$3.5M
SB	Facilities Planning	Aug 2020	\$30 M	\$150K - \$1.5M
SB	Facilities Planning	Jun 2019	\$15 M	\$10K - \$1.5M
UR	Encroachment	Feb 2022	\$30M	\$5K - \$1.5M
SB	Architect (Multi-Disc)	Aug 2020	\$30 M	\$300K - \$5M
SB	POL	Oct 2019	\$20 M	\$5K - \$3.5M
UR	Architect (Multi-Disc)	Mar 2021	\$30 M	\$300K - \$5M
8a	Architect (Multi-Disc)	May 2020	\$10 M	\$5K - \$300M
SB	Landscape	Mar 2022	\$5 M	\$5K - \$500K
UR	Surveying and Mapping	Mar 2022	\$7.5 M	\$5K - \$1M
8(a)	Geotech	Apr 2022	\$4.5 M	\$2K - \$500K

Do Your Homework

- Know your customers **BEFORE** you approach them.
- Never ask a potential customer what they do. You need to know this in advance!
- Know your customer needs and buying habits
- Approach with a **SOLUTION** to an identified need
- Speak your customer's language
 - State customer use State terms
 - Federal customer use Federal terms
 - Commercial customers use industry terms
- Adapt your marketing strategy to fit your customer
 - Marketing should **NOT** be one-size-fits-all
- Make an appointment – **do not drop in.**

When asked, “What do you do?”

- Don't say “Everything.”
- Don't say “I'm a general contractor.”
- What you say may not be what your potential customer hears.
- Don't lead with your socio-economic certifications.
- **Don't ask for sole source work!**
- FOCUS!!!!
- Focus on your IN-HOUSE capabilities
- Be able to describe your core competencies
- What sets you apart from your competition?
- Be able to describe your previous work in terms that will relate to the customer's current needs.

How to work with NAVFAC SW

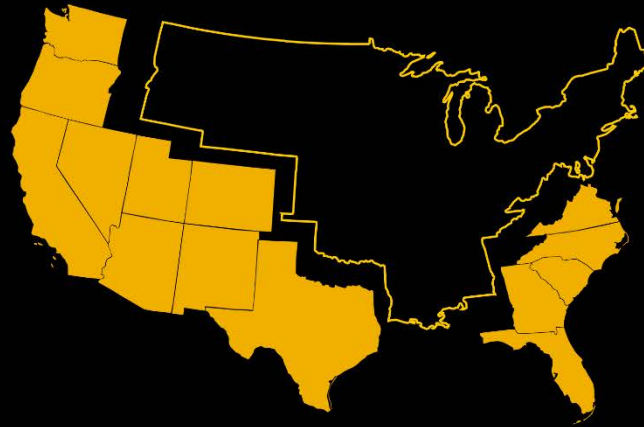
Basic instructions for new contractors



- **Step 1 – Determine your NAICS Codes:**
<http://www.census.gov/eos/www/naics/>
- **Step 2 – Obtain a DUNS Number:**
<http://www.dnb.com/get-a-duns-number.html>
- **Step 2 – Register in SAM:** <http://www.sam.gov>
- **Step 3 – If SB, Register in Dynamic Small Business Search database:** <http://dsbs.sba.gov>
- **Step 4 – Monitor Solicitation Websites:**
<http://www.neco.navy.mil> <http://www.fbo.gov>

THE GREAT DIVIDE

The True Story of America Tomorrow



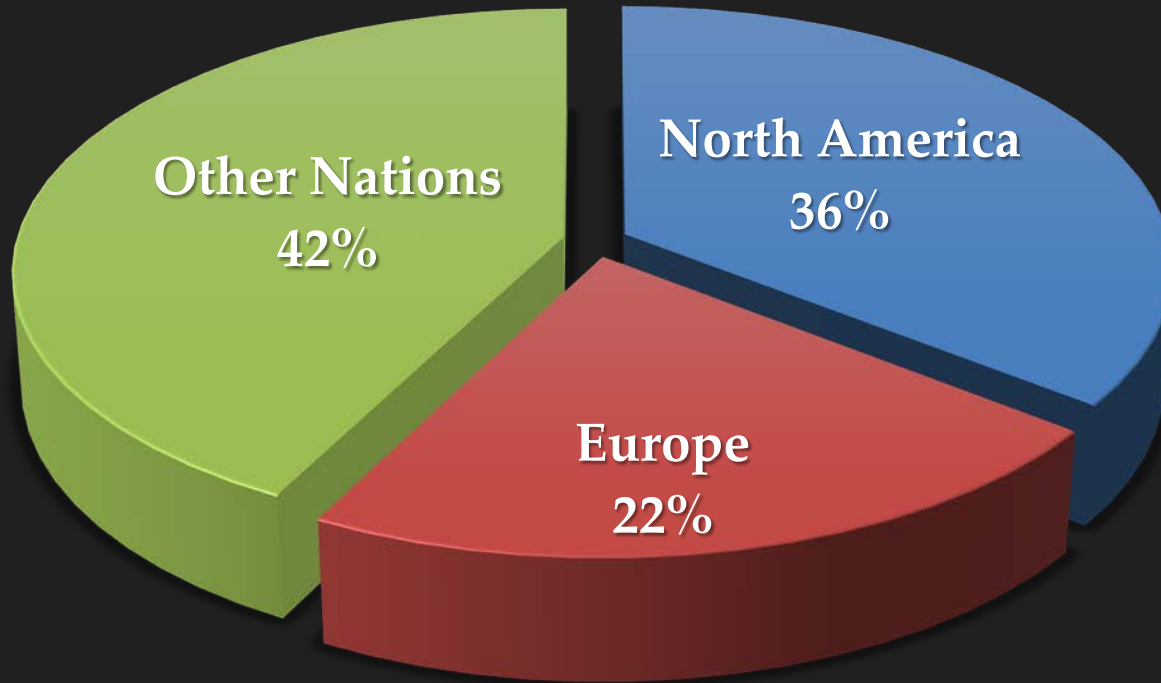
ALAN NEVIN

INTERNATIONAL ECONOMICS

- Oil
- Interest Rates
- Demographics

Pieces of the Pie

Gross National Income 2013



% Population Change Major Industrialized Nations 1980 - 2010

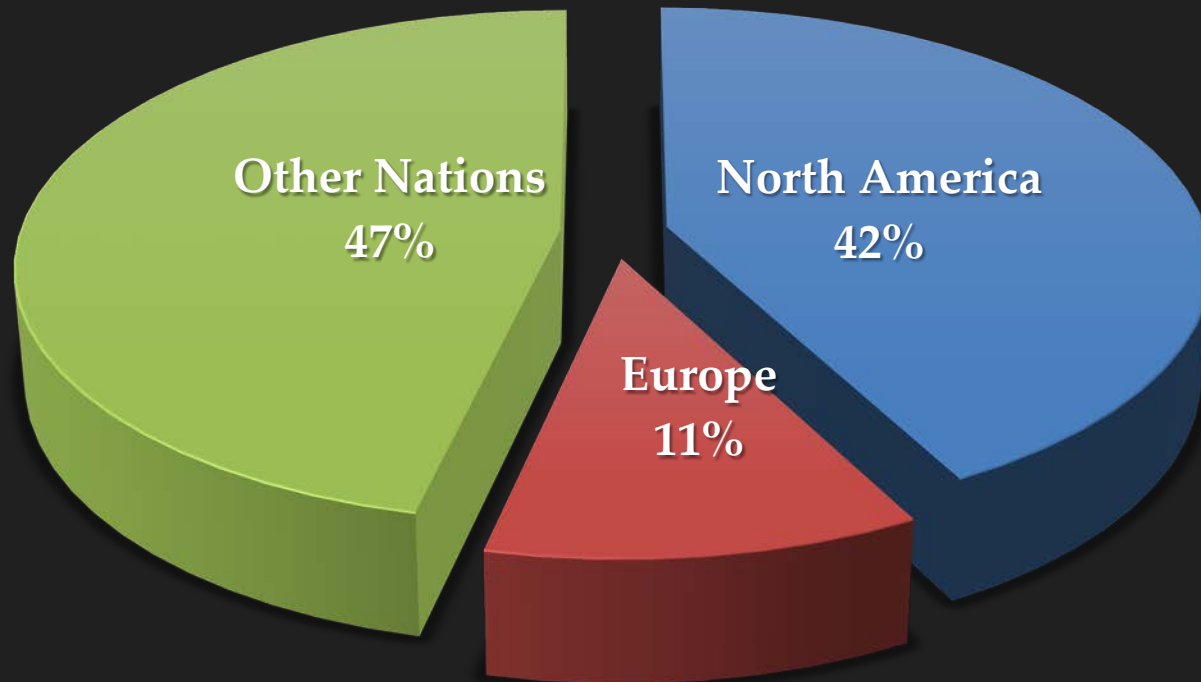


Figure 1.1

Gross National Income 2013

Major Industrialized Nations

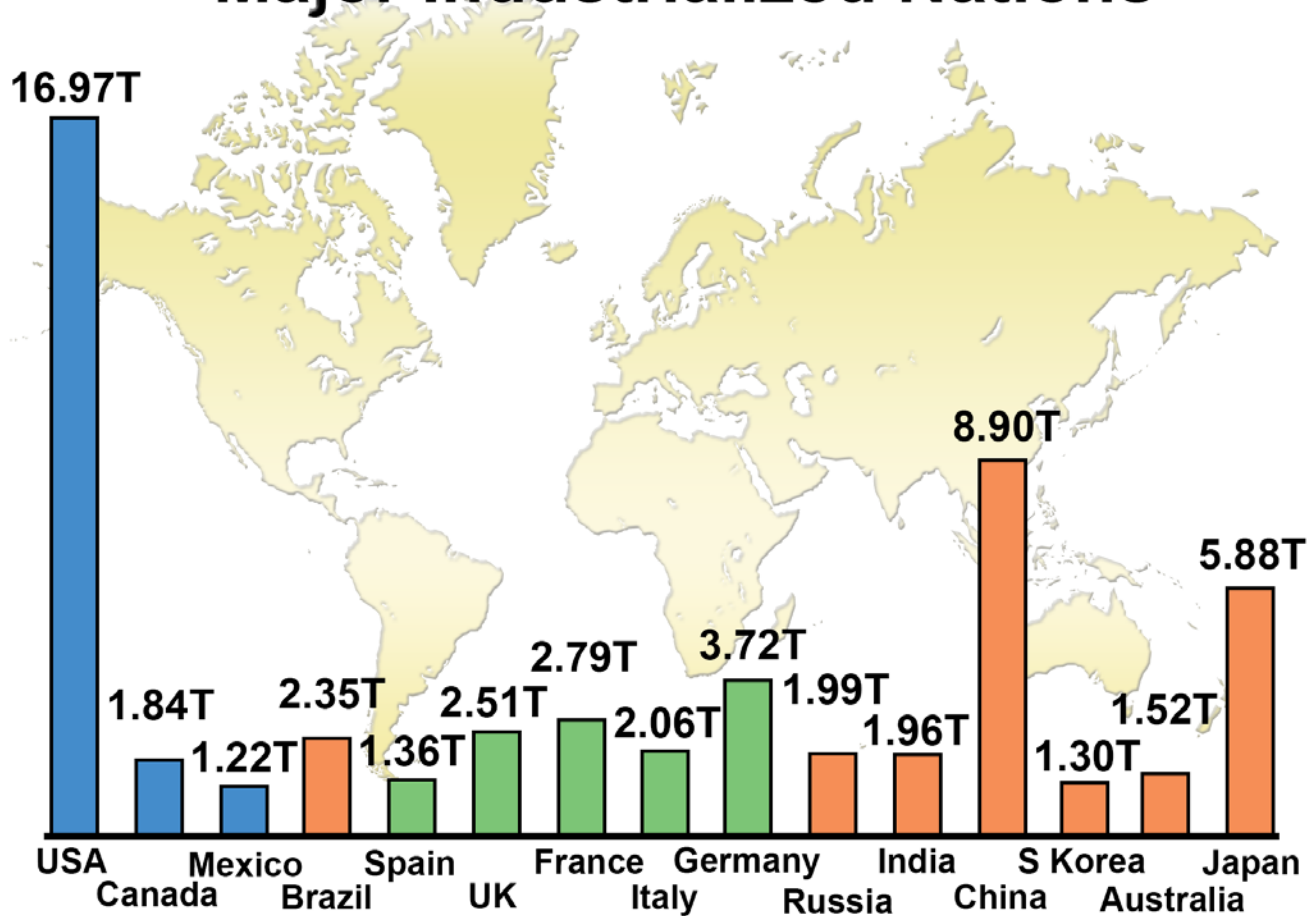
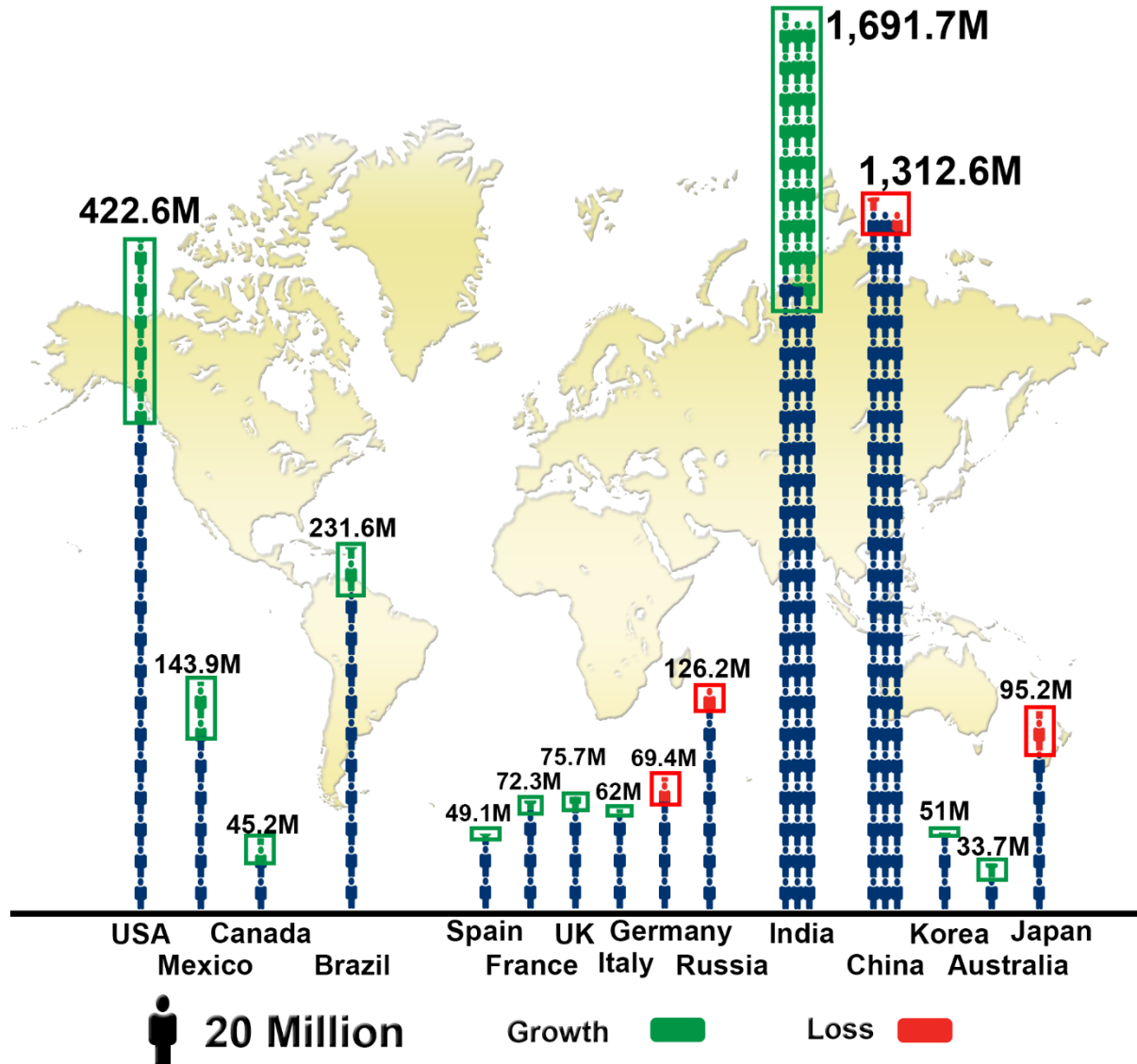
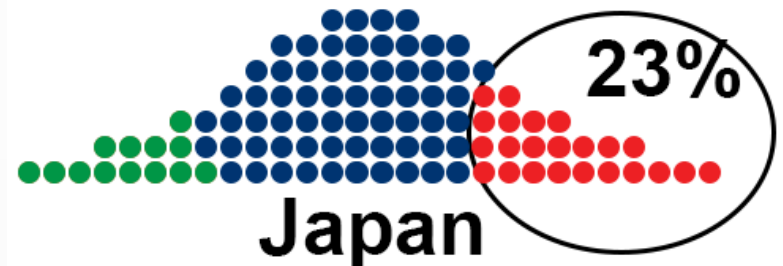
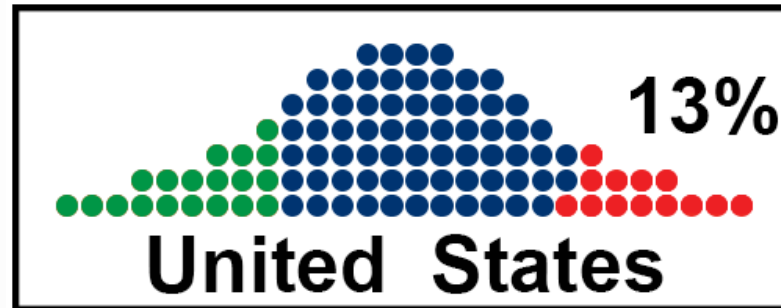


Figure 1.4 Top 15 Nations Population Projections 2050



AGE COMPOSITION 2010 % OVER 65 YEARS



THE UNITED STATES

CELL PHONES **ONLY**

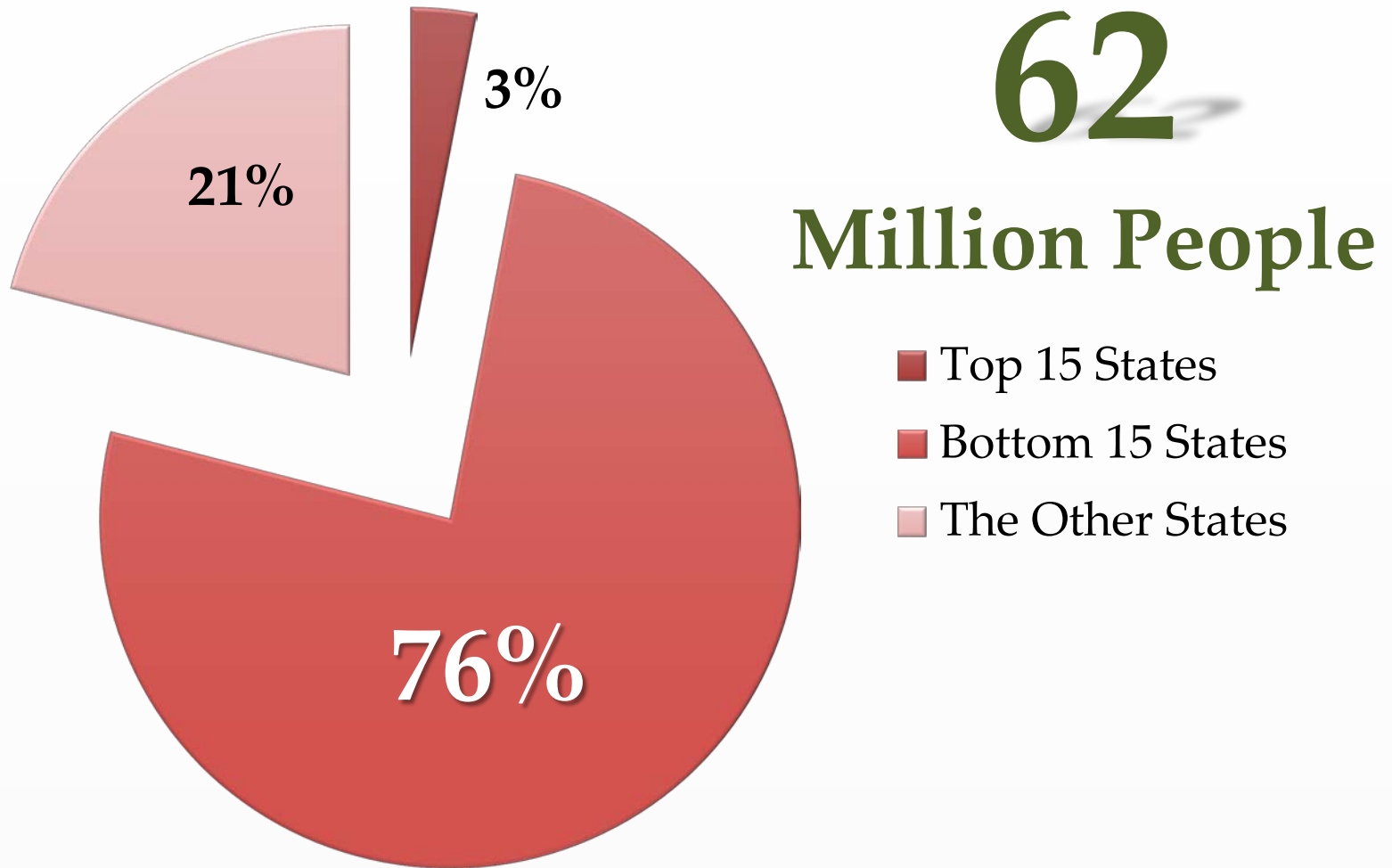
64% of Millennials

60% of Hispanics

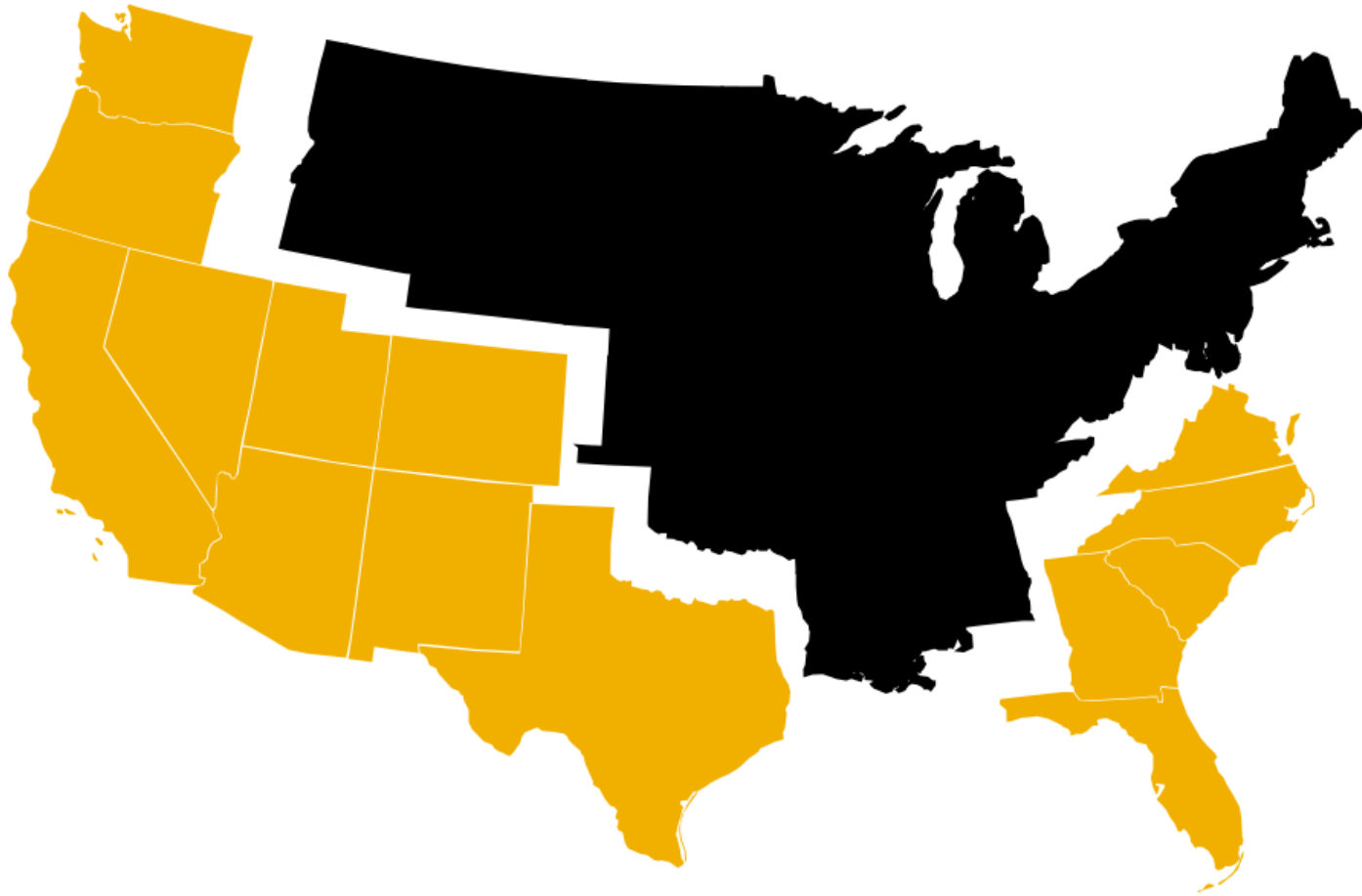
32% of Baby Boomers

47% Living in the West

US Population Change – 1980-2010



The Great Divide

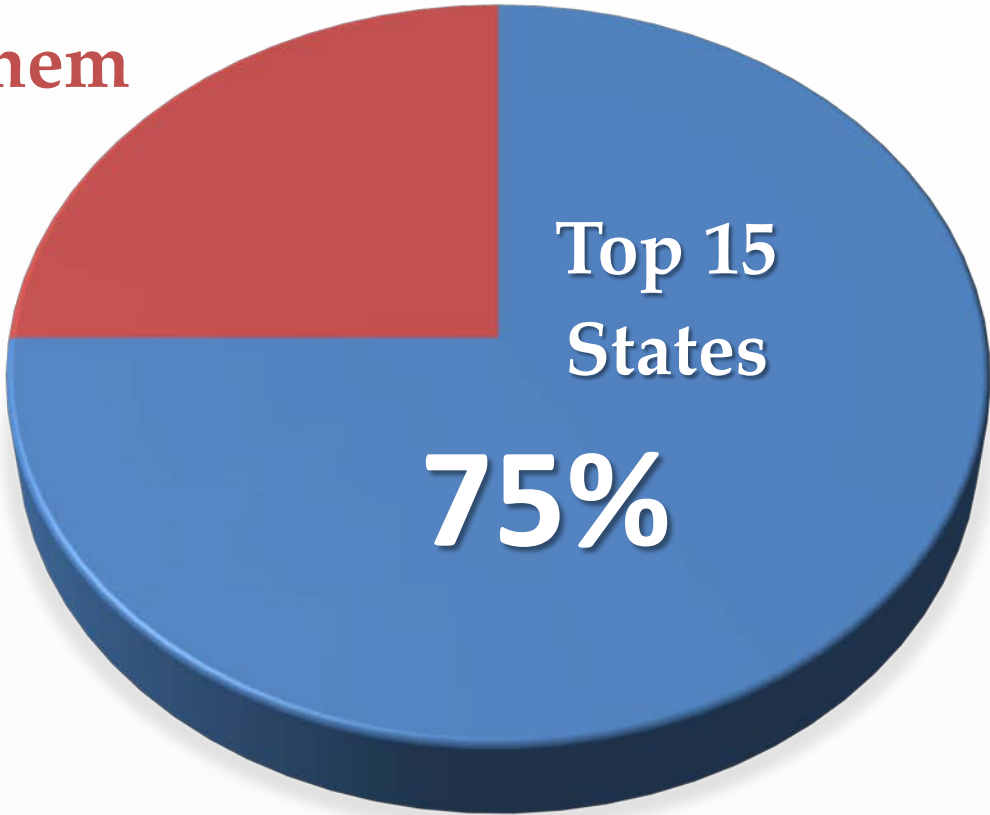


Detroit named a top
travel destination for
2017 by New York
Times

Share of New Jobs – the Top and Bottom States

December 2014-December 2015

Rest of
Them

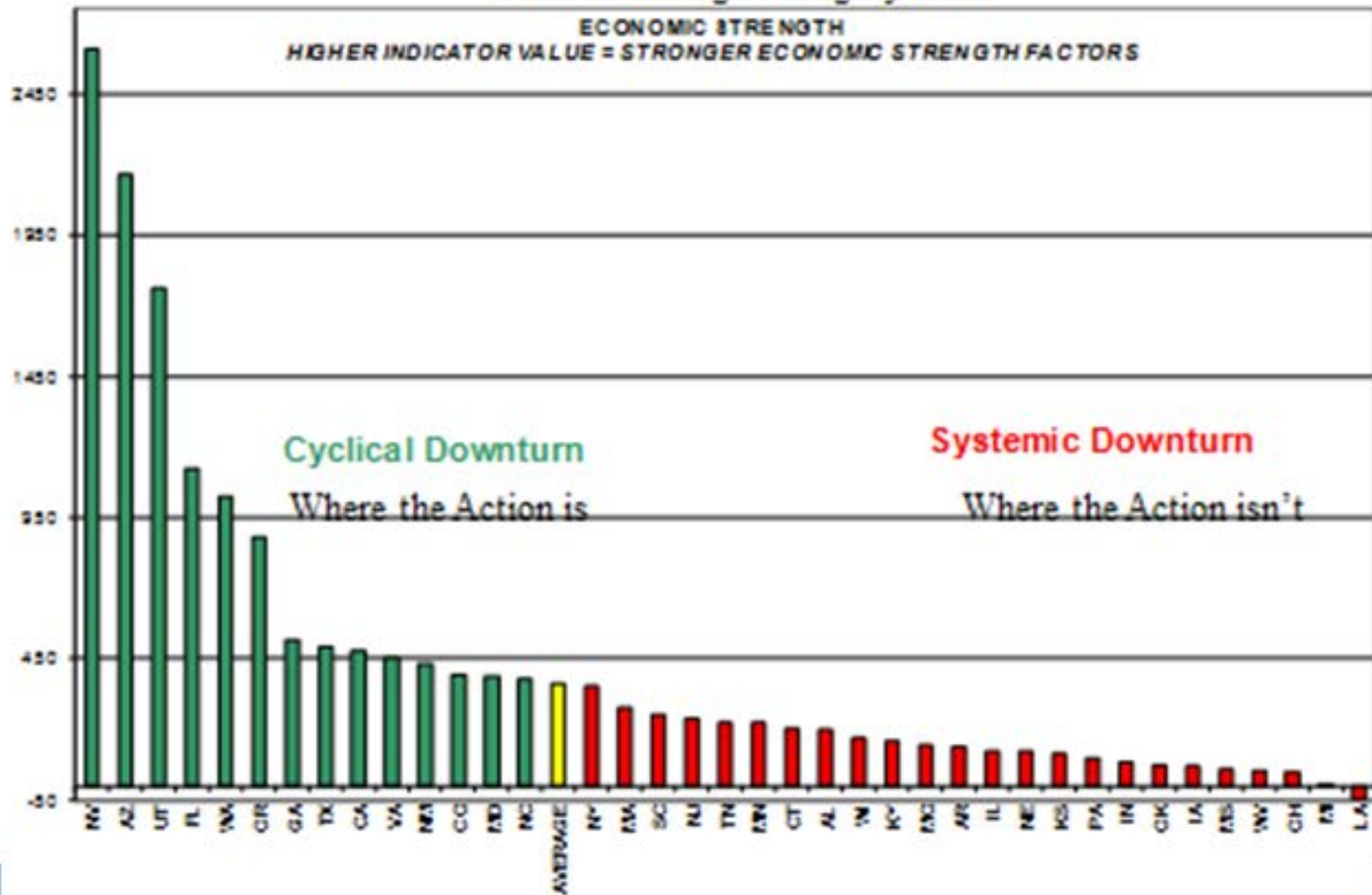


Top 15
States

75%

THE FUTURE OF AMERICA

Economic Strength Ratings by State



NEVINOMICS 101: The Basics of Employment

Basic Jobs (Economic Drivers) (1/3rd of All Jobs)

Definition: Jobs whose source of revenues come from **outside** the metropolitan area

Support Jobs (2/3rds of All Jobs)

1/2 are jobs that serve businesses

1/2 are jobs that serve consumers

Do you sense the air is different
in the Silicon Valley?

“There’s an **enormous rejection
of constraints.**”

An interview with Larry Summers in Fortune Magazine

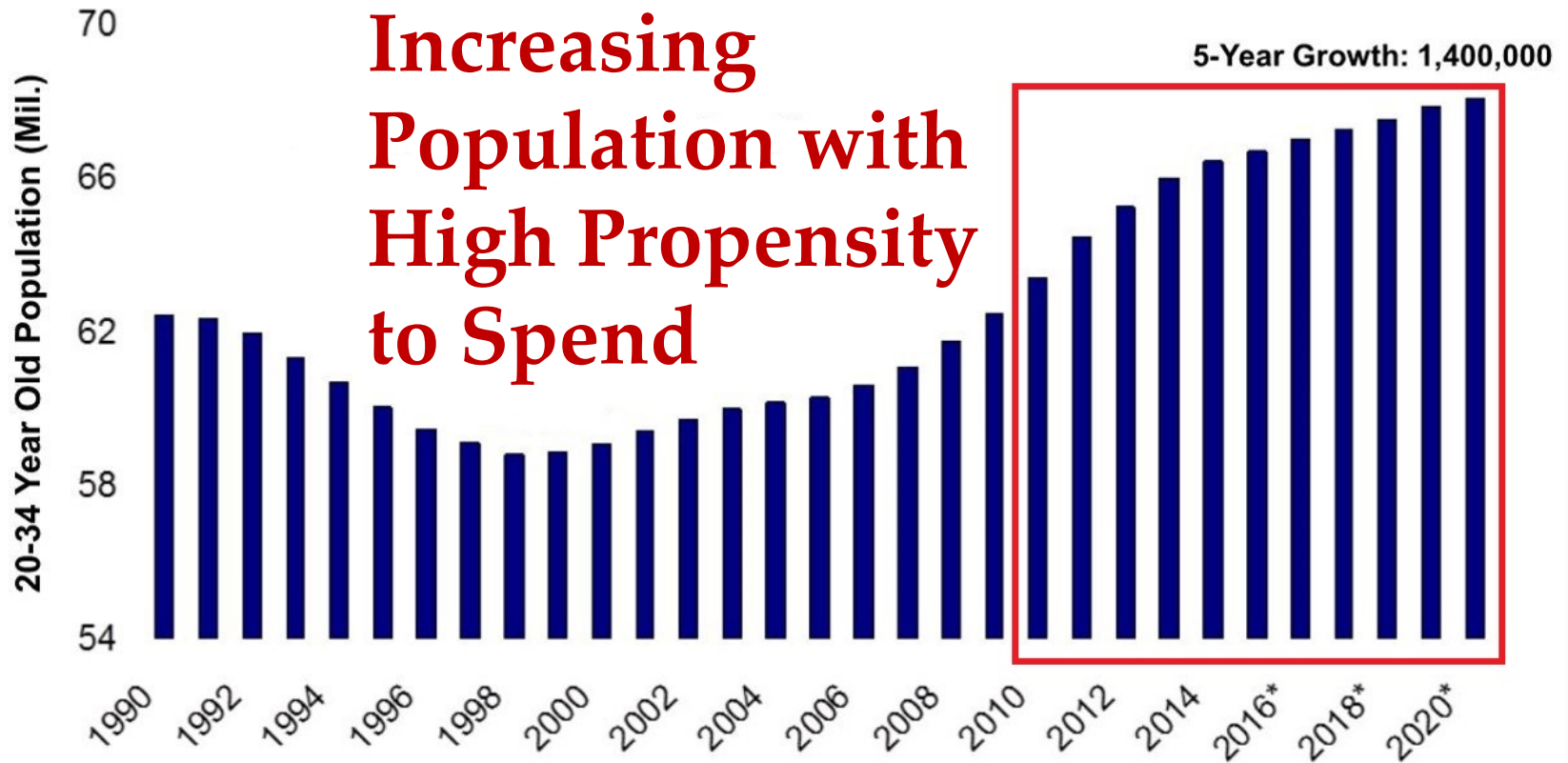
One Thing California Lacks

MISONEISM

FEAR OF CHANGE OR INNOVATION

MILLENNIALS

US Population 20 - 34 Year Olds



* Forecast

Sources: Marcus & Millichap Research Services, U.S. Census Bureau, BLS

INTRODUCING THE HENRY'S

High Earnings, Not Rich Yet

THE NEXT 25 YEARS IN THE U.S.

Millennials will inherit

\$40 Trillion

- Life Insurance
- Life Savings
- Pension Funds
- Businesses
- Home Equity
(80% of seniors own homes)

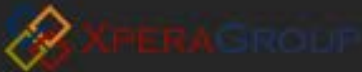
**Life Insurance in Force
United States
1900-2013**

Year	\$ (millions)	Index
1900	\$ 7,573	
1940	\$ 151,762	20.0
1990	\$ 9,392,597	1,240.3
2000	\$ 15,953,267	2,106.6
2013	\$ 19,661,518	2,596.3

Source: ACJI tabulations of Natl Assn. of
Insurance Commissioners



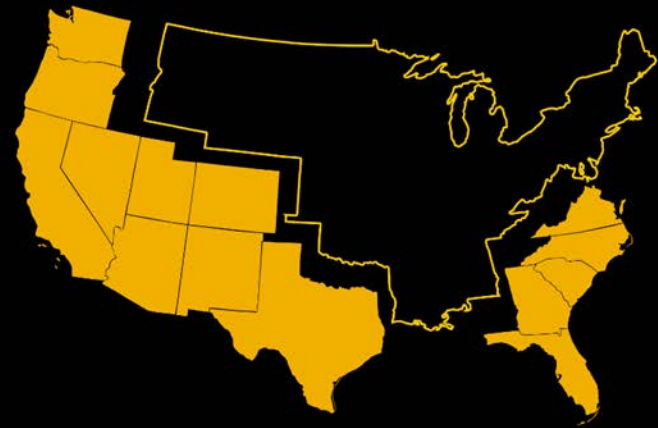
AMERICA IS THE MATTRESS OF THE WORLD



- Available on [Amazon](#)
- Printed form and Kindle
- Just type in:
- Amazon books alan nevin

THE GREAT DIVIDE

The True Story of America Tomorrow



ALAN NEVIN

XPERAGROUP

**The West Coast's largest source of experts in
construction and real estate.**

*Expert Witness Services
Real Estate Market Strategy
Project Feasibility Studies*

Alan N. Nevin

Director, Economic and Market Research

(619) 417-1817

anevin@xperagroup.com