



6-9-2010 - FOUO

EUL Solicitation Process  
Naval Air Station Patuxent River  
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# Purpose and Limitations

The draft Request For Qualifications (RFQ) previously released by the Government and this Industry Forum are for informational purposes only. Anything stated in the draft RFQ, or any information, written or otherwise, provided to attendees either during this Forum, by posting on the Navy's EUL website, or by other means, is subject to revision or amendment by the Government, as it shall deem necessary, and does not commit the Government to contract for services, or to pay any costs incurred by attendees of this Forum, or by other parties, related to the draft RFQ or this Forum. Although the Government anticipates release of a Request For Qualifications, the Government is not committing to release of an RFQ or to contract for such services.





# Overview

- Selection Strategy
- EUL Process
- Evaluation Factors
- Overview of the Evaluation Process
- Useful Lessons Learned





# Selection Strategy

## Two-Phased Best-Value Process

- Phase I: Open to all Offerors
- Phase II: Exclusive negotiations with Selected Offeror





# Phase I

- Submittal and evaluation of technical proposals and development concepts
- Select the Offeror whose proposal:
  - Provides the best overall value to the Navy and
  - Is determined to be most advantageous to the Navy
- At the conclusion of Phase I, the Navy will select an Offeror for a period of exclusive negotiations





## Phase II

- Period of exclusive negotiations with the selected Offeror covering:
  - Technical and Financing Proposals including the Offeror's development, financing, and operations/management/maintenance plans
  - Draft Business and Leasing Plan
    - Detailed design plan
    - Price proposal with specific consideration to be paid/provided to the Navy
  - Facility Lease and associated agreements to implement the final Business Plan





# EUL Process

1. Prepare draft RFQ and issue pre-solicitation document

2. Solicit industry interest and conduct Industry Forum

3. Finalize and Release the RFQ

4. Receive and evaluate Phase I proposals

5. Determine competitive range (if appropriate)/select Successful Offeror for Phase II

6. Partnering session with Navy and Selected Offeror (Developer)

7. Developer creates Business & Leasing Plan for Navy review

8. Navy reviews, edits and approves Business & Leasing Plan

9. Developer and Navy sign Facility Lease





# Evaluation Factors



<b>Factor</b>	<b>Description</b>
1. Relevant Experience/Past and Present Performance	<ul style="list-style-type: none"> <li>• Experience with Comparable Projects</li> <li>• Objective Assessment of Prior Performance</li> </ul>
2. Financial Strength	<ul style="list-style-type: none"> <li>• Financial Capabilities</li> <li>• Strategy to Secure Financing</li> </ul>
3. Achievement of Navy Goals, Concepts, Objectives	<ul style="list-style-type: none"> <li>• Understanding of Navy's Objectives for Project</li> </ul>
4. Development Plan	<ul style="list-style-type: none"> <li>• Proposed Development Concept and Vision</li> <li>• Risk Mitigation Plan</li> <li>• Understanding of Relocation Requirements</li> </ul>
5. Maintenance/Management Capability	<ul style="list-style-type: none"> <li>• Capacity and Approach to Address Requirements</li> <li>• Demonstrated Experience</li> </ul>
6. Capabilities/Qualifications to Develop Business and Leasing Plan	<ul style="list-style-type: none"> <li>• Staffing Plan</li> <li>• Key Personnel</li> <li>• Organizational Approach</li> </ul>
7. Marketing Plan	<ul style="list-style-type: none"> <li>• Potential Tenants and End-Users</li> <li>• Experience in Marketing for Third-Party Use</li> <li>• Consistency with Navy Objectives</li> </ul>
8. Ability to Manage Community Relations	<ul style="list-style-type: none"> <li>• Experience with Community Partners</li> <li>• Envisioned Community Approach</li> </ul>



# Risk Assessments

- Proposal Risk: The risks associated with the Offeror's proposal as it relates to meeting the RFQ requirements
- Performance Risk: The Offeror's ability to successfully perform its proposal





# Evaluation Process Overview

- Offerors must meet due date, submittal, and page limitation requirements identified in the RFQ
- Navy will check financial and project references:
  - Dun & Bradstreet (include number or current report in submission)
  - Current name and contact points for references
- Source Selection Evaluation Board (SSEB) will review and evaluate proposals





# Evaluation Process Overview

- Offerors may be required to make an Oral Presentation
  - Plan/prepare in advance as schedule notice may be short
- Substantive written or oral discussions with Offerors are not anticipated, but Navy reserves the right to hold such discussions
  - If discussions are held, Navy will establish a competitive range
  - All Offerors in the competitive range will participate in discussions
  - Upon conclusion of substantive discussions, all Offerors in competitive range will have an opportunity to revise their proposals
- Selection Notification
  - Memorandum of Agreement with selected Offeror
  - Debriefs available to all other Offerors





# Anticipated Timeline

- **Comments on Draft RFQ:** 18 June 2010
- **Issue RFQ:** Summer 2010
- **Proposals Due:** 60-90 days after issuance of RFQ
- **Selection:** Fall 2010
- **Lease Negotiation:** Winter 2011 – Summer 2011
- **Signing:** Spring 2012





# Useful Lessons Learned

- Include all required information and requested data asked for in the RFQ (see Appendix J)
- Review submittal for compliance with all requirements
- Page limits identified in Appendix J are a limit not a goal.
- Be specific when describing past performance and experiences (i.e. clear descriptions of projects completed).
- Coordinate in advance with POCs for references.
- Acceptable to include company brochures and websites as background, however no guarantee they will be evaluated.
- Draft RFQ and final version downloadable from website.





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