Please note that the actual presentation included examples from real SF330 submittals. These have been removed from this version of the presentation to respect the intellectual property of the firms.
Winning the Federal Client: The Power of SF330

Presented by:
Nancy J. Usrey, FSMPS CPSM

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LEARNING OBJECTIVES:

- Understand how information from Marilyn’s presentation applies to the marketing and project pursuit efforts.

- Learn methods for researching prospective client agencies, marketing your services to them, and developing relationships that can increase your success in project pursuits.

- Gain insight to assist you in successfully responding to a solicitation using the form, as a Prime Contractor or a Subcontractor.
Compared to what we ought to be, we are only half awake.

William James
Psychologist
Philosopher
Original Thinker
1842-1910
INTRODUCTION:
Why market to the federal government?

- One of the largest purchasers of professional services in the world.
  - Purchased $85 billion + from our industry in FY2005
  - B – Special studies and analysis (not R&D) $2.5B
  - C – Architecture and engineering services $4.7B
  - F – Natural resources management $4.4B
  - R – Professional, administrative, and management support services $44.7B
  - U – Education and training $2.1B
  - Y – Construction of structures and facilities $17.3B
  - Z – Maintenance, repair, and alteration of real property $9.8B
**INTRODUCTION:** Why market to the federal government?

<table>
<thead>
<tr>
<th>A/E DESIGN SERVICES</th>
<th>$3.4B FY03 ➔ $4.3B FY04 ➔ $4.7B FY05</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department of Defense</td>
<td>$2,903 M ➔ $2,693 M</td>
</tr>
<tr>
<td>Homeland Security, Department of</td>
<td>$252 M ➔ $525 M</td>
</tr>
<tr>
<td>Health and Human Services, Department of</td>
<td>$254 M ➔ $400 M</td>
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<td>General Services Administration</td>
<td>$126 M ➔ $200 M</td>
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<tr>
<td>Interior, Department of the</td>
<td>$140 M ➔ $131 M</td>
</tr>
<tr>
<td>Energy, Department of</td>
<td>$91 M ➔ $111 M</td>
</tr>
<tr>
<td>Environmental Protection Agency</td>
<td>$80 M ➔ $99 M</td>
</tr>
<tr>
<td>Commerce, Department of</td>
<td>$67 M ➔ $91 M</td>
</tr>
<tr>
<td>Veterans Affairs, Department of</td>
<td>$57 M ➔ $80 M</td>
</tr>
<tr>
<td>State, Department of</td>
<td>$39 M ➔ $80 M</td>
</tr>
<tr>
<td>Transportation, Department of</td>
<td>$89 M ➔ $75 M</td>
</tr>
<tr>
<td>National Aeronautics and Space Administration</td>
<td>$76 M ➔ $61 M</td>
</tr>
<tr>
<td>Agriculture, Department of</td>
<td>$64 M ➔ $56 M</td>
</tr>
<tr>
<td>Justice, Department of</td>
<td>$33 M ➔ $44 M</td>
</tr>
<tr>
<td>Smithsonian Institution</td>
<td>$6 M ➔ $23 M</td>
</tr>
<tr>
<td>Labor, Department of</td>
<td>$21 M ➔ $20 M</td>
</tr>
<tr>
<td>Treasury, Department of the</td>
<td>$11 M ➔ $14 M</td>
</tr>
<tr>
<td>Education, Department of</td>
<td>$13 M ➔ $10 M</td>
</tr>
<tr>
<td>National Archives and Records Administration</td>
<td>$1 M ➔ $10 M</td>
</tr>
</tbody>
</table>
**INTRODUCTION:**
You must register to play...

- **Data Universal Numbering System (DUNS) number**
  - *Required* for SF330 Part II and CCR
  - Unique to each office or division
    - Credit file for firm
    - Business Information File for each branch

- **North American Industry Classification System (NAICS) codes**

- **Central Contractor Registration (CCR)**
  - Separate for each location
  - Validated against D&B record
  - Update or change every 365 days
**INTRODUCTION:**
You must register to play...

- **Online Representations and Certifications Application (ORCA)**
  - Access through [www.bpn.gov](http://www.bpn.gov)
  - Update or change every 365 days

- **Voluntary submission of SF330 Part II ONLY IF you complete the ORCA questionnaire**
  - Public information can be viewed by anyone who has your DUNS number
INTRODUCTION:
Finding useful information...

- **PRO-Net** — small business database is accessed thru Dynamic Small Business Search within CCR
- [www.FedSpending.org](http://www.FedSpending.org) — provides data on federal contracts by contractor, location, and agency
- **Federal Procurement Data System** — [https://www.fpds.gov](https://www.fpds.gov)
- **Google Uncle Sam** — [www.google.com/ig/usgov](http://www.google.com/ig/usgov)
- **Where in Federal Contracting** — [www.wifcon.com](http://www.wifcon.com)
INTRODUCTION:
Finding useful information...

- Federal Acquisition Regulations (FAR) outline the rules for procurement.
  - Learn how the procurement system works and what to expect
  - Some agencies issue supplements specific to their activities (DoD, EPA, GSA)
  - Proposed and final rules are published in the Federal Register — SF330, small biz size standards
    - Subscribe: www.gpoaccess.gov/fr
INTRODUCTION:
Finding useful information...

- Read the FAR (and USC and CFR...)
  - Part 36: Construction and A-E Contracts
  - Part 16: Types of Contracts
  - Part 3: Improper Business Practices and Personal Conflicts of Interest
    - Procurement Integrity Act
    - Gratuities
    - Pricing
    - Influence
    - Antideficiency Act (31 U.S.C. 1341, 1342, 1517)
    - Prompt Payment Act (5 CFR Part 1315)
**INTRODUCTION:**
Finding useful information...

- Read the FAR (and USC and CFR…) *(continued)*
  - Part 30: Cost Accounting Standards
  - Part 42: Contract Management
    - Audits (DCAA)
    - Contractor Performance Evaluations
  - Part 19: Small Business Programs
  - Part 44: Subcontracting Policies and Procedures
  - Part 46: Quality Assurance
  - Part 23: “Health and Safety”
Caveat:
Review all company policies and procedures with your legal and risk management advisors. Have them review each policy as a whole and the abbreviated version you include in submittal documents.
Processes and Procedures: What the government expects

- Good project management...
  - Your goal is to keep everybody happy — client, team, staff, management, bean counters...
  - It’s key to your performance evaluation (FAR Part 42):
    - Conformance to contract requirements
    - Conformance to standards of good workmanship
    - Record of forecasting and controlling costs
    - Adherence to contract and admin schedules
    - Reasonable and cooperative behavior
    - Commitment to customer satisfaction
    - Concern for the interest of the customer.
  - Project performance makes you or breaks you.
PROCESSES AND PROCEDURES:
What the government expects

- Quality Assurance/Quality Control (FAR Part 46)
  - Control the quality of supplies and services
  - Submit only what conforms to contract requirements
  - Ensure subs have adequate quality control systems
  - Maintain evidence of quality control
  - What’s your plan?
    - What is your process?
    - Who is responsible?
    - How do you train?
    - How do you evaluate, document, correct, prevent?
    - How do you safeguard government property?
    - How do you preserve and store information?
    - How do you investigate complaints?
“Ours is the country where, in order to sell your product, you don’t so much point out its merits as you first work like hell to sell yourself.”

—Louis Kronenberger
DEVELOPING BUSINESS:
Finding the clients

- Identify the agencies you want to get to know
- Develop a business focus and strategy for each
- Develop and manage the agency relationship
  - Attend agency forums or seminars
  - Schedule an introductory visit to the agency
  - Tailor your approach to their interests and needs
  - Get to know agency staff
  - Share information and trends of interest
  - Respect their mission and their time
  - Maintain your presence
  - Be cognizant of ethical issues
DEVELOPING BUSINESS: Finding the clients

- Continually gather intelligence
  - Tap your network (even competitors)
  - Visit the agency’s website frequently
  - Search FedBizOpps
  - Search the Internet
  - Track industry, discipline, regulatory and funding trends that affect the agency’s mission or projects
  - Join organizations and attend seminars
  - Ask for help: PTAC, EDA, Chamber, elected reps
Developing Business: Defining the projects

- Large multi-disciplined (task order) contracts are cost effective for the agency.
- Single projects are still the norm.
- Set aside contracts help achieve small business goals.
- Design/Build is gaining popularity with all agencies.
- GSA’s Design Excellence Program focuses on creative design solutions for public buildings.
- GSA Schedules simplify purchasing.
- Special opportunities do occur.
DEVELOPING BUSINESS: Identifying the trends

- Project efficiency and money-saving options — LEED Silver and Gold certification

- Funding challenges — look for creative options
  - Self-generated funding — golf courses
  - Private partnerships — developer-driven projects
  - Alternate Funding Sources — grants, NGOs
  - Non-federal funding leads to unadvertised opportunities

- Shared IDIQ contracts

- Larger contracts, bigger teams

- Continued emphasis on small business and veterans

- Greater support for functioning like a business

- GSA Advantage! purchases
FedBizOpps is the only official source for almost any procurement over $25,000

- Read and interpret the notice — it gives you everything you need to know.
  - Recognize instructions — if it’s in the notice, consider it a requirement (even if it says it’s an option or preference).
  - Identify project components
  - Determine requirements and evaluation criteria
- Get clarification

Make the go/no go decision
“As...there needs but one wise man in a company and all are wise, so a blockhead makes a blockhead of his companion.”

—Emerson
DEVELOPING BUSINESS: Assembling the team

- **If you build a team…**
  - Select team members who will give you the edge
    - You can use a consultant’s project examples
    - Consider specialty expertise, geographic location
  - Pay attention to subcontracting requirements
    - The goals apply only to the amount of work you subcontract, not to the entire project effort
  - **Most important:** Look for relationships with…
    - The client
    - Other members on your team
    - Project examples you plan to use
  - Check references and past performance
DEVELOPING BUSINESS: Assembling the team

- **People on the team**
  - Make strategic internal project assignments for career growth rather than “Who’s available?”
  - Recognize the importance of “same or similar” position on project examples
  - Look for relevant experience with…
    - Client, project type, geographic location
  - Look for relationships with…
    - Client, other team members (firms and individuals), project examples you plan to use
Developing Business: Working together

- Advice for the prime
  - Balance working relationships with critical expertise
  - Commit to win the job or don’t submit
  - Respect the potential contribution of a team member
  - Involve your team members from the start
  - Give team members time to respond well
  - Share information for team members’ databases
Advice for the subconsultant — be proactive!

- Develop leads and relationships with prime, team members and clients
- Prepare and submit relevant material in requested formats
- Participate on the team to develop strategy, cost estimates, design concepts, schedules
- Pull your weight
- Perform
“Joint undertakings stand a better chance when they benefit both sides.” —Euripides
GETTING STARTED: Customizing the package

- Some change is acceptable.
  - Intent was to streamline information.
  - Agencies will specify what they accept.

- Ask what is acceptable.
  - Binding method
  - Cover
  - Cover letter
  - Table of contents
  - Executive summary
  - Divider tabs
  - Supplemental information

- Watch out for page count limitations.

- How will it copy?
It’s all about details, relationships and strategy. It’s up to you to connect the dots so the reviewer gets the picture!

- Meet the requirements of the solicitation.
- Prove your team’s expertise.
- Differentiate your team from the competition.
- Preempt questions.
Completing SF330 Part I
Section C: Proposed Team — Strategy

- Demonstrate understanding of the project effort.
- Cover all capabilities listed in FedBizOpps notice.
- Include firm and office here for every resume included.
- Choose carefully — if you’re selected, the Contracting Officer must approve removal or addition of firms to the team.
- Expand Section C to additional pages if necessary.
## COMPLETING SF330 PART I

Section C: Proposed Team — Sample

**C. PROPOSED TEAM**

*(Complete this section for the prime contractor and all key subcontractors.)*

<table>
<thead>
<tr>
<th>(Check)</th>
<th>Prime</th>
<th>Partner</th>
<th>9. FIRM NAME</th>
<th>10. ADDRESS</th>
<th>11. ROLE IN THIS CONTRACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. X</td>
<td></td>
<td></td>
<td>Architect &amp; Engineer, Inc.</td>
<td>9876 Land of Lakes Avenue West, Texas 77200-1000 Post Office Box 119876 West, Texas 77211-9876</td>
<td>Overall team and project management, cost estimation, civil engineering, water supply, independent technical review</td>
</tr>
<tr>
<td></td>
<td>✓</td>
<td></td>
<td>CHECK IF BRANCH OFFICE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>b. X</td>
<td></td>
<td></td>
<td>Architect &amp; Engineer, Inc.</td>
<td>403 South Central Avenue Northton, Oklahoma 73123</td>
<td>Architectural, structural, mechanical, electrical, civil design services, cost estimation</td>
</tr>
<tr>
<td></td>
<td>✓</td>
<td></td>
<td>CHECK IF BRANCH OFFICE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>c. X</td>
<td></td>
<td></td>
<td>Civil Design Associates, Inc.</td>
<td>100 Main Street, Suite 1400 West, Texas 77206</td>
<td>USACE Civil works and water resource planning, engineering design &amp; analyses (hydrology/hydraulics, groundwater), CADD</td>
</tr>
<tr>
<td></td>
<td>✓</td>
<td></td>
<td>CHECK IF BRANCH OFFICE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>d. X</td>
<td></td>
<td></td>
<td>Fresh Engineers, LLP</td>
<td>2908 Charge Street, Suite 235 Centerville, Texas 76243</td>
<td>Water resource planning, socio-economic impacts, ecosystem restoration, flood control, erosion control, recreation</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>CHECK IF BRANCH OFFICE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>e. X</td>
<td></td>
<td></td>
<td>Tomima Survey &amp; Environmental, Inc.</td>
<td>6343 Oakwood Lane Linden, Texas 75222</td>
<td>GIS and mapping services (topographic, bathymetric, aerial), CADD, environmental studies and analyses</td>
</tr>
<tr>
<td></td>
<td>✓</td>
<td></td>
<td>CHECK IF BRANCH OFFICE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>f. X</td>
<td></td>
<td></td>
<td>Tomima Survey &amp; Environmental, Inc.</td>
<td>12700 North US 65 Big Town, Oklahoma 73093</td>
<td>Geotechnical, environmental site investigation and assessments, storm water pollution prevention, CADD</td>
</tr>
<tr>
<td></td>
<td>✓</td>
<td></td>
<td>CHECK IF BRANCH OFFICE</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
COMPLETING SF330 PART I
Section D: Organizational Chart of Team

- Demonstrate understanding of the project effort.
- Include every individual in Section E with name, role and firm.
- Show relationships and lines of responsibility and communication for project team (not corporate structure).
- Cover every discipline listed in FedBizOpps notice.
- No format is specified.
- Keep it simple!
COMPLETING SF330 PART I
Section E: Resumes — Strategy

- Showcase experience and expertise of individuals on team.
- Include enough resumes to meet FedBizOpps requirements.
- Select individuals who worked on the Section F projects.
  - If no Section F projects, sell him hard here.
- Select relevant projects.
  - Section F projects emphasize that experience.
  - Other relevant projects show additional expertise.
- Provide a resume for everyone listed on the org chart.
Completing SF330 Part I

Section E: Resumes — Execution

- Provide the facts and cut the fluff in blocks 16, 17, and 18.
  - Education is for degrees only (not training).
  - Registration is only for licenses required to do business (not certifications).
  - Other Professional Qualifications is for everything else, but only if it is relevant!

<table>
<thead>
<tr>
<th>16. Education (Degree and Specialization)</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA/Engineering Management</td>
</tr>
<tr>
<td>MS/Natural Resource Management</td>
</tr>
<tr>
<td>BS/Civil Engineering</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>17. Current Professional Registration (State and Discipline)</th>
</tr>
</thead>
<tbody>
<tr>
<td>P.E., Civil Engineering, Texas and Oklahoma</td>
</tr>
<tr>
<td>Licensed Well Driller, Texas</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>18. Other Professional Qualifications (Publications, Organizations, Training, Awards, etc.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Training and Certifications: MCACES GOLD, Microstation CAD, Automated Review Management, OSHA 40-Hour, Advanced Project Performance Mgmt</td>
</tr>
<tr>
<td>Presentations: Primavera Project Scheduler I and II, Using IWR-Plan Software, Case Studies in Modeling</td>
</tr>
</tbody>
</table>

| Recognition: Engineer of the Year (ASCE 2001), Project Manager of the Year (FWD USACE) |
| Publications: “Software Techniques for Hydrologic Modeling,” HEC for Dummies |
| Organizations: Community Leaders for the Trinity River |
Completing SF330 Part I
Section E: Resumes — Execution

- Tailor the project description.
  - General facts (scope) and descriptive information about the project
  - Specific relevance to the project you’re submitting on
  - Specific involvement of the individual
  - Status, if in progress, ongoing, or otherwise incomplete.
  - Leave date blank unless complete.

```
19. RELEVANT PROJECTS

<table>
<thead>
<tr>
<th>(1) TITLE AND LOCATION (City and State)</th>
<th>(2) YEAR COMPLETED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indefinite Delivery Contract for Miscellaneous Civil Engineering Services throughout Omaha District, Corps of Engineers, Omaha, NE</td>
<td>2002</td>
</tr>
<tr>
<td>(3) BRIEF DESCRIPTION (Brief scope, size, cost, etc.) AND SPECIFIC ROLE</td>
<td></td>
</tr>
<tr>
<td>a. Contract encompassed hydrology, hydraulics, groundwater, storm water pollution prevention, flood prevention and control, and structural design. Utilized Corps of Engineers Civil Works Planning Process and Regulations. Designed and executed socioeconomic and funding surveys and research studies. Project Manager for 65 task orders totaling $1.65 million over two year period.</td>
<td></td>
</tr>
</tbody>
</table>
```
Select those projects that “best illustrate the team’s qualifications for this contract.”

Must show competence and relevance.

Select those that involved the most team members.

Cover all the issues and criteria in the FedBizOpps notice.

It’s best to keep them recent, but there is no age limitation.

Periodically check owner references.
Completing SF330 Part I
Section F: Example Projects — Execution

- Tailor the project description to reflect the FedBizOpps notice.
  - Use terms from the notice.
  - Address issues/components.
  - Describe challenges and solutions as they relate.
  - Discuss awards.
  - Clearly show why this project demonstrates your ability.
- Include graphics if allowed.
- Clearly describe the role of each Section C firm on the project — if a team member didn’t work on the project, don’t list them.
Completing SF330 Part I
Section F: Example Projects — Sample

24. BRIEF DESCRIPTION OF PROJECT AND RELEVANCE TO THIS CONTRACT (Include scope, size, and cost)

Management efforts also included bi-weekly project status updates, monthly financial reports and oral presentations, and 12 public meetings. Technical deliverables included:

- Final Report: Bosque and Leon River Watersheds Study
- Community Relations Plan
- Project Reference Bibliography
- Conceptual Site Model Technical Memorandum
- Sampling and Analysis Plan
- Longitudinal Stream Sampling Study Field Sampling Plan
- Quality Assurance Project Plan
- Final Lake Belton and Lake Waco Delta Areas Field Sampling Plan
- Lake Belton Acoustic Doppler Current Profiler Survey Field Sampling Plan
- Lake Belton Perchlorate Bioreduction Bench-Scale Study Field Sampling Plan

Size: 50 square miles
Duration: 6 months
Study Cost: $110,000

Relevant components:
- Water resource plan development
- Socioeconomic impacts
- Economic cost-benefit analyses
- Feasibility planning studies
- Ecosystem restoration
- Water quality studies

Architect & Engineer, Inc. was commissioned to assess the impact of perchlorate associated with the former Naval Weapons Industrial Reserve Plant (NWirP McGregor) at McGregor, Texas. An integrated, multidisciplinary project team was assembled to address this issue as part of the Bosque and Leon River Watersheds study.

The assessment evaluated potential human and environmental exposure to perchlorate in the Lake Belton and Lake Waco study area. Perchlorate, because of its high mobility and persistence in the environment, may impact local drinking water supplies. Various levels of perchlorate were identified outside the boundaries of the NWirP McGregor site. A web site was developed to provide information to the public during the planning and investigation efforts.
Completing SF330 Part I
Section G: The Matrix — Strategy

- Highlights the relationships and experience of your team
- Two-fold goal for the agency:
  - Team’s working relationship
  - Individuals’ experience on the projects you claim as your team’s best experience
- You can run but you cannot hide!

<table>
<thead>
<tr>
<th>NO.</th>
<th>TITLE OF EXAMPLE PROJECT (FROM SECTION F)</th>
<th>NO.</th>
<th>TITLE OF EXAMPLE PROJECT (FROM SECTION F)</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td>6</td>
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</tr>
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<td>2</td>
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<td>3</td>
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<tr>
<td>4</td>
<td></td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td></td>
<td>10</td>
<td></td>
</tr>
</tbody>
</table>
Completing SF330 Part I
Section G: The Matrix — Execution

- List individuals in the same order as Section E resumes.
- Include the role as listed on each resume.
- Mark Block 28 only if the role is the same or similar to Block 27.
- Insert a duplicate page to accommodate your team.

<table>
<thead>
<tr>
<th>G. KEY PERSONNEL PARTICIPATION IN EXAMPLE PROJECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>26. NAMES OF KEY PERSONNEL (From Section E, Block 12)</td>
</tr>
<tr>
<td>Winston L. Lance, AIA</td>
</tr>
<tr>
<td>Norman Terrife, P.E.</td>
</tr>
<tr>
<td>Hillary Roberts, P.E.</td>
</tr>
<tr>
<td>W. Jacob Clark, P.E.</td>
</tr>
<tr>
<td>Sarita E. Sammara</td>
</tr>
</tbody>
</table>
Completing SF330 Part I
Section H: Additional Info —Strategy

- Emphasis is on providing additional information requested by the agency.
  - Don’t repeat information you’ve already presented in other sections.
- Integrate your “win” theme and supporting messages throughout the discussion.
- Address the issues in the order they are presented in the FedBizOpps notice.
Clearly demonstrate your team’s qualifications and abilities to meet the requirements in the notice.

Address each evaluation criterion listed in order.

Preempt questions about your weaknesses.

- Team members without relationships
- Section G holes
- Weak project examples
- Past performance issues

Connect the dots so they get the picture.
Completing SF330 Part I
Section H: Additional Info — Execution

- Make it easy for the reviewer to find information.
  - Include a table of contents if warranted.
  - Use headlines or font attributes.
  - Highlight key information with call-out or graphic boxes.
  - Number the pages.
- Summarize supplemental information attached.
- Keep it short, clear and relevant!
Completing SF330 Part I

Section I: Authorized Representative

- Use the Principal-in-Charge of the project or the Prime’s CEO.
- A signature makes the submittal a legal document.
“Anybody who is any good is different from anybody else.” —Felix Frankfurter
Completing SF330 Part II – General Qualifications

- A unique Part II for each office listed as a team member in Part I Section C must accompany an SF330 Part I submittal.

- You may submit Part II online after you complete your Online Reps and Certs Application (ORCA) through www.bpn.gov.
  - Part II is voluntary — info is available to public.
  - Note 24 allows use of online vs. hard copy.
Completing SF330 Part II – Block 1: Solicitation Number

- Always include this number when Part II accompanies a Part I submittal
- Check subconsultants’ Part IIIs
Blocks 2, 3, 4 and 6 are unique to a specific location or office.

- The address should match the CCR and DUNS records.
- Note the year the office was established under the current legal structure of the firm.
- Insert a DUNS number unique to the address or division.
- The Point of Contact should be a local corporate officer and should sign Part II Block 12, but it doesn’t have to be the one who signs Part I Block 12.
**Completing SF330 Part II – Blocks 2 through 8: Firm Information**

- Complete Blocks 5, 7 and 8 for the company as a whole.
  - Note small business status — not a yes or no answer.
    - Small Business
    - Small Disadvantaged Business
    - Veteran-Owned Small Business
    - Service-Disabled Veteran-Owned Small Business
    - Women-Owned Small Business
    - HUBZone Small Business
    - 8(a) Program
  - Note the ultimate owner of the company.
  - Identify recent predecessors to the company (name, owner, structure, DUNS number) — in last 6 years.
**COMPLETING SF330 PART II – Blocks 2 through 8: Firm Information**

<table>
<thead>
<tr>
<th><strong>ARCHITECT-ENGINEER QUALIFICATIONS</strong></th>
<th><strong>1. SOLICITATION NUMBER (If any)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PART II – GENERAL QUALIFICATIONS</strong></td>
<td><strong>W9126G-04-R-0012</strong></td>
</tr>
<tr>
<td><em>(If a firm has branch offices, complete for each specific branch office seeking work.)</em></td>
<td><strong>2a. FIRM (OR BRANCH OFFICE) NAME</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Architect &amp; Engineer, Inc.</strong></td>
</tr>
<tr>
<td><strong>2b. STREET</strong></td>
<td><strong>2d. STATE</strong></td>
</tr>
<tr>
<td><strong>403 South Central Avenue</strong></td>
<td><strong>OK</strong></td>
</tr>
<tr>
<td><strong>2c. CITY</strong></td>
<td><strong>5. OWNERSHIP</strong></td>
</tr>
<tr>
<td><strong>Northton</strong></td>
<td><strong>a. TYPE</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Corporation</strong></td>
</tr>
<tr>
<td><strong>6a. POINT OF CONTACT NAME AND TITLE</strong></td>
<td><strong>b. SMALL BUSINESS STATUS</strong></td>
</tr>
<tr>
<td><strong>Samuel L. Johnson, AIA</strong></td>
<td><strong>Small, Veteran-Owned</strong></td>
</tr>
<tr>
<td><strong>Managing Principal</strong></td>
<td><strong>7. NAME OF FIRM (If block 2a is a branch office)</strong></td>
</tr>
<tr>
<td><strong>6b. TELEPHONE NUMBER</strong></td>
<td><strong>Architect &amp; Engineer, Inc.</strong></td>
</tr>
<tr>
<td><strong>405-123-4567 or 405-321-7656</strong></td>
<td><strong>6c. E-MAIL ADDRESS</strong></td>
</tr>
<tr>
<td></td>
<td><strong><a href="mailto:Samuel.Johnson@archandengr.com">Samuel.Johnson@archandengr.com</a></strong></td>
</tr>
<tr>
<td><strong>8a. FORMER FIRM NAME(S) (If any)</strong></td>
<td><strong>8b. YR. ESTABLISHED</strong></td>
</tr>
<tr>
<td><strong>Adams A/E, Inc.</strong></td>
<td><strong>1998</strong></td>
</tr>
</tbody>
</table>
COMPLETING SF330 PART II –
Block 9: Employees by Discipline

- Instructions offer Function Codes for 62 disciplines.
  - Identify up to 20 disciplines plus “Other Employees”
  - Add a new discipline — leave Function Code blank
  - Determine who is a Project Manager
- Make sure disciplines used in a Part I submittal show up here.
If you have only one office, the same numbers will appear under Firm and Branch.

If you have more than one office, show total company under Firm and office only under Branch.

- Total in column 9c(1) will be the same for every office, but...
- Each Part II may use different Function Codes depending on the composition of the office.
## COMPLETING SF330 PART II – Block 9: Employees by Discipline

<table>
<thead>
<tr>
<th>Function Code</th>
<th>Discipline</th>
<th>Firm</th>
<th>Branch</th>
</tr>
</thead>
<tbody>
<tr>
<td>02</td>
<td>Administrative</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>06</td>
<td>Architect</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>08</td>
<td>CADD Technician</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>12</td>
<td>Civil Engineer</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>18</td>
<td>Cost Engineer/Estimator</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>Electrical Engineer</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>23</td>
<td>Environmental Engineer</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>27</td>
<td>Foundation/Geotechnical Engr</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>29</td>
<td>GIS Specialist</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>30</td>
<td>Geologist</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>32</td>
<td>Hydraulic Engineer</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>34</td>
<td>Hydrologist</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>42</td>
<td>Mechanical Engineer</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>48</td>
<td>Project Manager</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>52</td>
<td>Sanitary Engineer</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>53</td>
<td>Scheduler</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>55</td>
<td>Soils Engineer</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>57</td>
<td>Structural Engineer</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>58</td>
<td>Technician/Analyst</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>62</td>
<td>Water Resources Engineer</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Other Employees</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>39</td>
<td>17</td>
</tr>
</tbody>
</table>
Completing SF330 Part II – Block 10: Profile of Firm’s Experience

- Reflect experience of the office whose name and address are listed in Block 2, not the entire firm.
- Select 22 experience profile codes from the 160 provided.
  - Add a new category — leave Profile Code blank
  - Decide whether to focus on services or project types.
- Insert the description assigned to the code in the instructions.
  - Do not list project examples.
Completing SF330 Part II – Block 10: Profile of Firm’s Experience

- Identify the appropriate range of revenue for each code.
  - Use a reasonable estimate not an exact amount.
- It’s not necessary to tailor Part II to match a Part I.
  - It’s not used to determine your qualifications for a project.
  - However, you might build one focused on services and one focused on project types.
## COMPLETING SF330 PART II – Block 10: Profile of Firm’s Experience

<table>
<thead>
<tr>
<th>a. Profile Code</th>
<th>b. Experience</th>
<th>c. Revenue Index Number (see below)</th>
</tr>
</thead>
<tbody>
<tr>
<td>B02</td>
<td>Bridges</td>
<td>2</td>
</tr>
<tr>
<td>C10</td>
<td>Commercial Building (low rise)</td>
<td>3</td>
</tr>
<tr>
<td>D02</td>
<td>Dams (Earth, Rock); Dikes; Leves</td>
<td>1</td>
</tr>
<tr>
<td>E03</td>
<td>Electrical Studies and Design</td>
<td>1</td>
</tr>
<tr>
<td>H04</td>
<td>Heating; Ventilating; Air Conditioning</td>
<td>1</td>
</tr>
<tr>
<td>H07</td>
<td>Highways; Streets; Parking Lots</td>
<td>2</td>
</tr>
<tr>
<td>L06</td>
<td>Irrigation; Drainage</td>
<td>1</td>
</tr>
<tr>
<td>L04</td>
<td>Libraries; Museums; Galleries</td>
<td>2</td>
</tr>
<tr>
<td>O01</td>
<td>Office Buildings; Industrial Parks</td>
<td>3</td>
</tr>
<tr>
<td>P06</td>
<td>Planning (Site, Installation, Project)</td>
<td>1</td>
</tr>
<tr>
<td>P07</td>
<td>Plumbing &amp; Piping Design</td>
<td>1</td>
</tr>
<tr>
<td>R06</td>
<td>Rehabilitation (Buildings; Structures; Facilities)</td>
<td>1</td>
</tr>
<tr>
<td>R11</td>
<td>Rivers; Canals; Waterways; Flood Control</td>
<td>1</td>
</tr>
<tr>
<td>S04</td>
<td>Sewage Collection; Treatment, Disposal</td>
<td>1</td>
</tr>
<tr>
<td>S09</td>
<td>Structural Design; Special Structures</td>
<td>1</td>
</tr>
<tr>
<td>S13</td>
<td>Storm Water Handling &amp; Facilities</td>
<td>1</td>
</tr>
<tr>
<td>W02</td>
<td>Water Resources; Hydology; Ground Water</td>
<td>2</td>
</tr>
<tr>
<td>W03</td>
<td>Water Supply; Treatment, Distribution</td>
<td>1</td>
</tr>
</tbody>
</table>

### PROFESSIONAL SERVICES REVENUE INDEX NUMBER

1. Less than $100,000
2. $100,000 to less than $250,000
3. $250,000 to less than $500,000
4. $500,000 to less than $1 million
5. $1 million to less than $2 million
6. $2 million to less than $5 million
7. $5 million to less than $10 million
8. $10 million to less than $25 million
9. $25 million to less than $50 million
10. $50 million or greater
COMPLETING SF330 PART II – Block 11: Annual Average Revenues

- Summarize revenues for the office in Block 2, not the whole firm.
- Federal Work
  - Any project for a federal agency in the U.S. or abroad
  - Prime or subconsultant
  - Any work in the project chain stemming from a contract with the federal government
- Non-Federal Work
  - Any project not performed for a federal agency (even one with federal assistance)
### Completing SF330 Part II – Block 11: Annual Average Revenues

#### 11. Annual Average Professional Services Revenues of Firm for Last 3 Years

<table>
<thead>
<tr>
<th>Category</th>
<th>Index Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Federal Work</td>
<td>4</td>
</tr>
<tr>
<td>b. Non-Federal Work</td>
<td>4</td>
</tr>
<tr>
<td>c. Total Work</td>
<td>5</td>
</tr>
</tbody>
</table>

#### Professional Services Revenue Index Number

<table>
<thead>
<tr>
<th>Category</th>
<th>Index Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Less than $100,000</td>
<td>6</td>
</tr>
<tr>
<td>2. $100,000 to less than $250,000</td>
<td>7</td>
</tr>
<tr>
<td>3. $250,000 to less than $500,000</td>
<td>8</td>
</tr>
<tr>
<td>4. $500,000 to less than $1 million</td>
<td>9</td>
</tr>
<tr>
<td>5. $1 million to less than $2 million</td>
<td>10</td>
</tr>
<tr>
<td>6. $2 million to less than $5 million</td>
<td></td>
</tr>
<tr>
<td>7. $5 million to less than $10 million</td>
<td></td>
</tr>
<tr>
<td>8. $10 million to less than $25 million</td>
<td></td>
</tr>
<tr>
<td>9. $25 million to less than $50 million</td>
<td></td>
</tr>
<tr>
<td>10. $50 million or greater</td>
<td></td>
</tr>
</tbody>
</table>

#### Other Employees

<table>
<thead>
<tr>
<th>Category</th>
<th>T03 Traffic &amp; Transportation Engineering</th>
<th>U02 Urban Renewals; Community Development</th>
<th>W03 Water Supply; Treatment and Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Good</td>
<td>279</td>
<td>6</td>
<td>144</td>
</tr>
<tr>
<td>Other Employees</td>
<td>3037</td>
<td>134</td>
<td>335</td>
</tr>
</tbody>
</table>

#### 12. Authorized Representative

The foregoing is a statement of facts.
Completing SF330 Part II – Block 12: Authorized Representative

- Use the individual listed in Block 6 or another corporate authority.
- A signature makes the submittal a legal document.
If the dogs are barking at your heels, you know you’re leading the pack.
EXECUTION:
Preparing for the next step

- The Interview — by telephone or in-person
  - Telephone interviews are usually conducted by one board member and the POC/recorder
    - Each firm answers same list of questions
    - Firm can make additional comments
    - Rest of board is briefed following interview
  - Personal interviews may be in your office or the agency’s
    - Usually follows an agenda noting specific areas of interest (provided in advance)
    - Whole (or most) board participates
EXE C U T I O N : Preparing for the next step

The Debriefing

- May be requested at any time following notification of your status (selected or not)
- Usually performed after contract is signed
- Discusses only your submittal or interview, not how you compared to others
  - Ask questions and listen — learn how to better present your team next time
  - Do not be defensive — or offensive!
“The toughest thing about success is that you’ve got to keep on being a success.”

—Irving Berlin
Questions?

Thanks for spending the afternoon with Marilyn Lewis and me!

Telephone: 972-463-3559
Email: PartnersUs@aol.com

Insider’s Guide to SF330 Preparation
www.zweigwhite.com