



WASHINGTON
APEX
ACCELERATOR
FORMERLY WASHINGTON PTAC

Preparing to Bid

September 11, 2023

Agenda

- Why today?
- About APEX Accelerator, formerly PTAC
- Solicitation history
- Review of the Opportunity
- Pre Bid Check List – Interactive! Have the solicitation and check list ready
- Bid or No-Bid Decision
- Resources



About APEX Accelerator

Funding

- Funded in part by the US Department of Defense since late 1980's
- Supported locally by Washington State, Green River College, and economic development organizations

Mission

- Increase government contracts and subcontracts to Washington Firm
- Focus on small, minority, women, and veteran owned firms

Reach

- 17 advisors across the state
- Serving 1400 businesses each year who win \$300 million in contracts and subcontracts.



1 Kitsap Economic Development Alliance

Mary Jo Juarez, Terry Homburg, James Davis
kitsap@washingtonapex.org



2 Thurston Economic Development Council

Grady Smith
thurston@washingtonapex.org



3 Columbia River Economic Development Council

Julia Krivoruk
swwa@washingtonapex.org



4 Economic Alliance Snohomish County

Cara Buckingham
snohomish@washingtonapex.org



5 Green River College

Darrell Sundell, Melinda Martirosian
king@washingtonapex.org



6 Washington APEX Accelerator in Pierce County

Trena Payton
pierce@washingtonapex.org
Maryam Lynch-Tate
mlynchtate@washingtonapex.org



7 Greater Spokane Incorporated

Aleesha Roedel
spokane@washingtonapex.org



8 Tri-City Regional Chamber of Commerce

Maria Alleman
tricity@washingtonapex.org

Other APEX Accelerators Serving Washington State

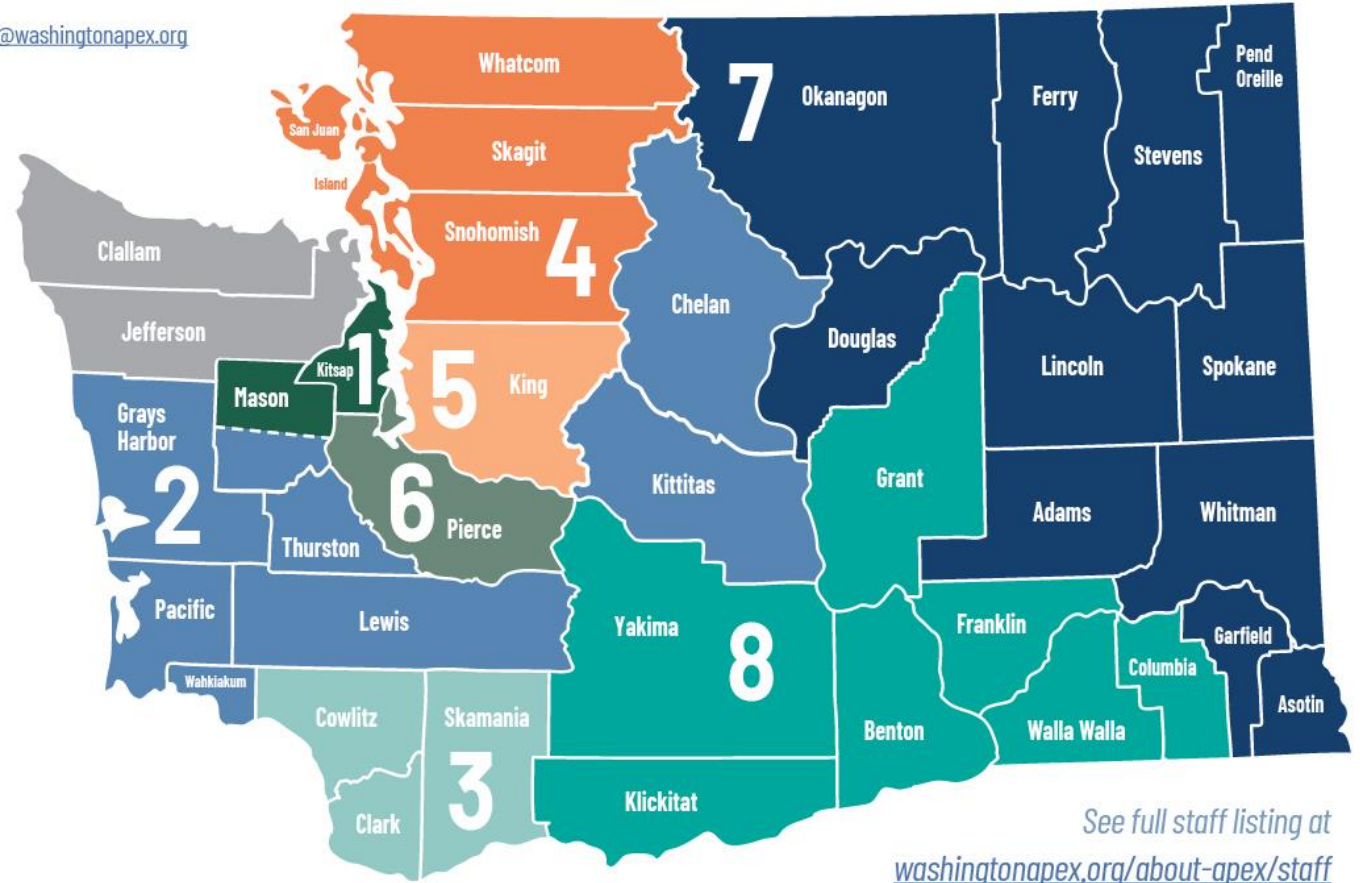
North Olympic Peninsula APEX Accelerator:
Rebekah Miller
ptac@clallam.org

American Indian Chamber Education Fund PTAC:
Jeremy Sandoval
Jeremy.sandoval@aicccal.org

NW Native Apex Accelerator:
Chuck Jehle
cjehle@nnapex.org

Innovation & SBIR Program Manager

Kate Hoy
innovationstation@washingtonapex.org



See full staff listing at washingtonapex.org/about-apex/staff

360.860.6945 info@washingtonapex.org washingtonapex.org

Solicitation History

- Washington State Department of Enterprise Services manages Statewide Contracts with over 1500 vendors and \$1.9b in annual spend
- State agencies and local governments use statewide contracts to buy commonly purchased goods and services
- Communications and Marketing Services is a NEW contract for Washington State
- A Request for Information was issued December 2022



The RFI

Solicitation Details

Document Identifier	49190
Customer reference number	20422 RFI
Organization Name	Enterprise Services (DES), Dept. of
Solicitation Title	Communications and Marketing Services
Description	Request for Information for developing the new Communications and Marketing Services contract. DES is providing an opportunity for contractors' feedback on category services and to supply guidance.
Solicitation type	RFI
Open or Selective	Open
Estimated Value	
Commodity Code(s)	915-02-Advertising (Including Notice of Bid Solicitation, Statutory Notices), 915-01-Advertising Agency Services, 915-06-Audio Production, 915-07-Audio Recording, 915-09-Audio/Video Production Services Complete, 915-22-Communications Marketing Services, 915-72-Photography (Not Including Aerial Photography), 915-74-Radio Commercial Production, 915-90-Video Media Duplicating and Production Services (Including CD ROMs, Tapes, etc.), 915-82-Video Production, 915-84-Video Recording, 915-96-Web Page Design, Management and Maintenance Services, 918-07-Advertising Consulting, 918-76-Marketing Consulting, 961-53-Marketing Services (Incl. Distribution, Research, Sales Promotions, etc.)
Counties	View More Detail ▼
Posting Date	12/1/2022
Closing Date	12/15/2022
Contact Name	Andrea Goff
Contact Phone	(360) 870-4801 #
Contact Email	andrea.goff@des.wa.gov

History [View More Detail ▼](#)

Vendors downloading [View More Detail ▼](#)

Attachments


Solicitation Documents

File
RFI Communications and Marketing Services.pdf



Historical Spend

- New Solicitation, but state has purchased a lot of Communications and Marketing Services over the years.
 - Open Checkbook - <https://fiscal.wa.gov/Spending/Checkbook>
 - Data.wa.gov - Data Catalogue - Category - Procurements & Contracts - Agency Contracts & others.
 - WEBS Reports
 - Public Disclosure

Washington's  Electronic Business Solution

HOME LOGOUT


Report Viewer BACK

Organization: <ALL> Solicitation Type: <ALL> View Report

Status: Archived Beginning Date: 1/1/2013 12:00:00 AM

End Date: 12/30/2023 12:00:00 AM Commodity (code or keyword, comma separated): marketing

1 of 21 Find | Next

REPORT :: Award Information Summary Washington's  Electronic Business Solution 9/11/2023 12:16 PM


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 Search - Solicitation Type: ALL
 Search - Status: Archived
 Search - Begin Date: 1/1/2013 12:00:00 AM
 Search - End Date: 12/30/2023 12:00:00 AM

Org. Name	Cust. Ref. #	Solicitation Title	Contact Person	Solicitation Type	Status	Active Date	Inactive Date	Estimated Value	Vendors Notified	Requested	Responded	Awarded
Corrections, Department of Lore Joplin Campbell Consulting	RFQQ10184	Re-entry Project Facilitator Joplin Consulting	John Nispel	RFQQ	Archived	1/9/2013	1/28/2013		1480	55	4	2
Agriculture, Department of	#3	Festival Operations Manager & WABL Coordinator	Eric Radovich	RFP	Archived	1/23/2013	2/8/2013	3 to \$4,000 per month	1461	61	0	0



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Corrections, Department of	RFQQ10184	Re-entry Project Facilitator	John Nispel	RFQQ	Archived	1/9/2013	1/28/2013		1480	55	4	2
Lore Joplin		Joplin Consulting										



Current Opportunity

- WEBS is authoritative source
- Check your codes
- Are you getting emails?
- See Vendors downloading

- [Manage Commodity Codes](#)
- [Manage Geographic Designations](#)
- [Manage Profile/Password](#)
- [Manage Contacts](#)
- [View User Guides](#)
- [Search Opportunities](#)
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Solicitation Details

System Identifier	Customer Reference Number
50981	20422
Organization Name	Title of Opportunity
Enterprise Services (DES), Dept. of	Communications and Marketing Services

Description Of Opportunity

The Washington State Department of Enterprise Services, in collaboration with the state of Oregon, is issuing this Competitive Solicitation pursuant to RCW 39.26. Enterprise Services intends to conduct a competitive procurement to establish and award Cooperative Purchasing Agreements, by specified contract category, for Washington state agencies, ORCPP Members, and other eligible purchasers to purchase specified Communications and Marketing services performed by qualified professionals.

Date Posted	Date Closed
8/30/2023	11/1/2023
Estimated Value	Contact Name
	Andrea Goff
Contact Phone	Contact Email
(360) 870-4801	descontractsstrategy@des.wa.gov

Comm Codes

Comm Codes	Counties
915-01 - Advertising Agency Services	Adams, Asotin, Benton, Chelan, Clallam, Clark, Columbia, Cowlitz, Douglas, Ferry, Franklin, Garfield, Grant, Grays Harbor, Island,
915-10 - Advertising, Digital	Jefferson, King, Kitsap, Kittitas, Klickitat, Lewis, Lincoln, Mason, Okanogan, Pacific, Pend Oreille, Pierce, San Juan, Skagit, Skamania,
915-14 - Broadcasting Services, Radio	Snohomish, Spokane, Stevens, Thurston, Wahkiakum, Walla Walla, Whatcom, Whitman, Yakima
915-15 -	

Current Opportunity

- Download attachments
- Read & Understand them

Attachments:

Solicitation Documents

20422 Competitive Solicitation.docx
20422 Exhibit A-1-Bidder's Certification.docx
20422 Exhibit A-2 Bidder's Profile.docx
20422 Exhibit B-1 Per Req.docx
20422 Exhibit B-2 Non-Cost Cat 1.docx
20422 Exhibit B-2 Non-Cost Cat 2.docx
20422 Exhibit B-2 Non-Cost Cat 3.docx
20422 Exhibit B-2 Non-Cost Cat 4.docx
20422 Exhibit B-2 Non-Cost Cat 5.docx
20422 Exhibit B-2 Non-Cost Cat 6.docx
20422 Exhibit C-1 Bid Pricing Scenarios.xlsx
20422 Exhibit C-2 Cost Sheet.xlsx
20422 Exhibit D Compiled Contract.docx
20422 Exhibit E Div Bus Inclusion Plan -Sub.docx

Solicitation Amendments

8/31/2023 - 20422 SolAmd 1.docx

 [BACK](#)

Pre-Bid Checklist / Solicitation Review



Pre-Bid Checklist

APEX's Pre-Proposal Check List

Disclaimers: This check list is not intended to be inclusive of every element of the solicitation. It is designed as a starting template that each business can customize to meet their own needs. Some of these items will be not applicable.

Solicitation Review Check Sheet for Solicitation #: **STATEWIDE CONTRACT COMPETITIVE SOLICITATION - No. 20422**

Check List Item	Answer	Location of Content (name page #, exhibit #, Q/A, amendment, etc)
Deadline to Submit Proposal/Quote	November 1, Time?	Solicitation doc, page 7
Pre-proposal conference date	Sept 13, 10am	Solicitation doc, pg 7
Site visit date	n/a	
Pre-proposal inquiry cut-off date (Q/A Period)	Aug 30 - Oct 24	Solicitation doc, p7
Issue date of solicitation	Aug 30	Solicitation doc, p7
Reserved Award / Preferences for Veteran Owned Business and SB / Set Asides / other competitive advantages	Yes - for small or Veteran owned	Solicitation doc p2
Commodity Codes / NAICS		

Pre-Bid Checklist Continued

Method of proposal submission (USPS, e-mail, over-night, etc.)	E-mail, unzipped, <25 mb,	Solicitation doc p 17
Type of solicitation (Low Price, Low Price Technically Acceptable, Best Value Trade Off) How Evaluate?	Non-Cost: 750-910 pts Cost: 300 pts	Sol doc p 12 Exhibit C - price
Type of contract (Firm Fixed Price, Purchase Order, Time & Material, etc) If FFP is there a price escalation clause?	Firm and fixed for at least 1 year. Economic Adjustment different for each category. Range: 1.2% - 3%	Exhibit D - Contract, page 4
Self-performance requirement / Limitations on Subcontracting?		

Bid or No-Bid?

- Conduct a bid/no-bid analysis based on your company's goals, proficiencies, and likelihood for success.
 - Forces you to slow down and read the solicitation
 - Small businesses don't have the luxury of wasting time bidding on everything
 - Allows space to think about WHY you want this work and HOW you'll bid competitively

Bid or No-Bid?

Bid/no bid self-assessment questions

Question – Want to bid/can you bid?	5	4	3	2	1	Comments
Is work within scope of what we can do?						
How likely is this contract to be awarded and utilized? (contract potential)						
Do I have the cash flow to perform?						
Will it be profitable?						
Do I have time/resources to put in bid?						
Do I have the staff?						
Can I meet delivery schedule?						
Do I know the end users of the contract and understand their needs?						
Are subcontractors needed?						
How competitive will it be?						
How clear are the evaluation factors?						
Is it favorable to small businesses?						
What is probability of a win?						
Other						
Other						
Other						
Other						
TOTAL SCORE						

Bid or No-Bid?

- You can set your scale so it's meaningful for you and your leadership team.
- How would you do this assessment if you were in a different role in the company?

BID / NO BID SELF ASSESSMENT

Question – Do you want to bid/ Can you bid?	5	4	3	2	1	Comments
Is work within scope of what we can do?	Fully in scope and 100% in line with strategic goals.	Mostly In scope and/or mostly in alignment with goals	Somewhat in scope	<u>It's a stretch.</u>	Not something we've done before nor in line with strategic goals.	
How likely is this contract to be awarded and utilized? (contract potential)	Tons of long term opportunity and piggybacking	Some long term opportunity	Unsure	Not likely to result in long term or piggy backing	Very unlikely for long term impact on business	
Do I have the cash flow to perform?	I'm so flush with cash it's not an issue, even a little.	Yes, it will not impact my cash flow in a negative way	No, but I can get the cash.	No, it'll be expensive or difficult to get the cash.	No chance.	

Pre-Bid Checklist

Your APEX Advisor can help at any stage of the process.
Email info@washingtonapex.org to be connected to an advisor to
“Become a Client” at www.washingtonapex.org



Top Tips

1. Ask questions and identify barriers to participation NOW
2. Ask for a debrief regardless of if you win
3. Didn't win? See if any of the successful contractors need subs? Target agencies who aren't mandated to use the statewide contracts.
4. Double check if you're Washington In-State "small" in WEBS and certify if eligible for Washington's Veteran Owned Business Certification: <https://www.dva.wa.gov/veterans-service-members-and-their-families/veteran-owned-businesses>



Upcoming Events:

www.washingtonapex.org/calendar

Regional Contracting Forum – September 20 at Muckleshoot Tribal Event Center in Auburn

North Puget Sound Contracting Conference – October 26 at Angel of the Winds Arena in Everett

Meet the Bigs! Government Contracting Conference – November 2 at Northern Quest Resort & Casino in Airway Heights, WA



Questions or Discussion?

Tiffany Scroggs & Lisa Lagerstrom

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www.washingtongapex.org

Not in WA? www.aptac-us.org

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