MARKET RESEARCH OVERVIEW

Erin Williams

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MARKET RESEARCH OVERVIEW - AGENDA

Agenda:

1. What is Market Research?
2. Sources Sought
3. DSBS
4. SAM.GOV
5. Market Research Summary
6. Contract Numbers
7. Conclusion

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WHAT IS MARKET RESEARCH?

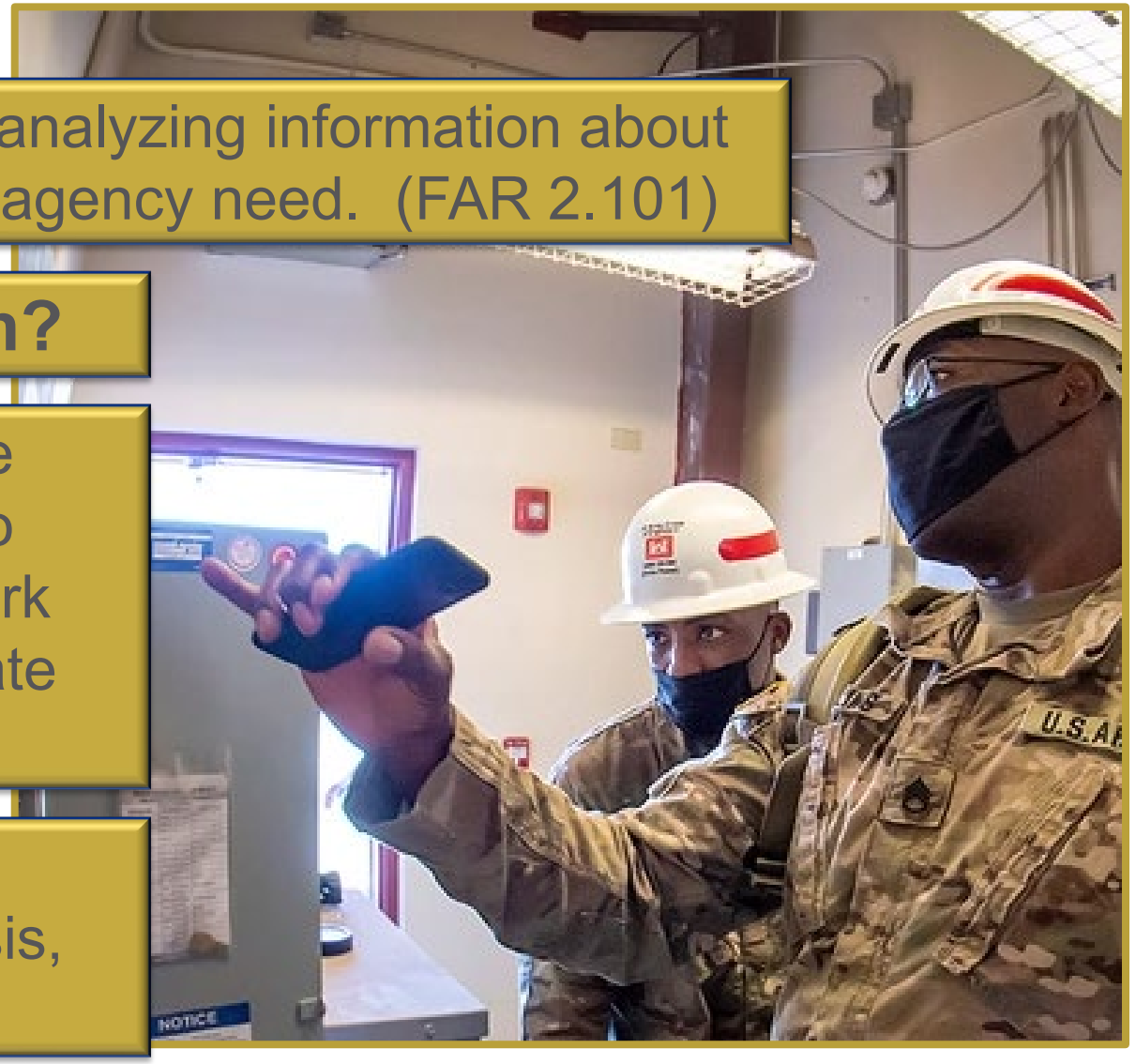
What is Market Research?

Market research means collecting and analyzing information about capabilities within the market to satisfy agency need. (FAR 2.101)

Yes, But…What is Market Research?

The Market Research conducted by the government varies from procurement to procurement. The KO and the PDT work together to determine what is appropriate for individual requirements.

Typical Market Research mechanisms include Sources Sought, DSBS Analysis, and SAM.GOV analysis.



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WHAT IS MARKET RESEARCH? – SLIDE 2

What is the Goal When Conducting Market Research:

FAR 10.001(a)(3): Use the results of market research to–

(i) Determine **if sources capable of satisfying the agency's requirements exist**;

(iv) Determine the practices of firms engaged in producing, distributing, and supporting commercial products or **commercial services**, such as **type of contract**, terms for **warranties**, buyer financing, maintenance and packaging, and marking;

(vi) Determine whether **consolidation** is necessary and justified (see 7.107-2) (15 U.S.C. 657q);

(vii) Determine whether **bundling** is necessary and justified (see 7.107-3) (15 U.S.C.644(e)(2)(A));

(viii) Determine whether the acquisition should utilize any of the **small business programs** in accordance with part 19;

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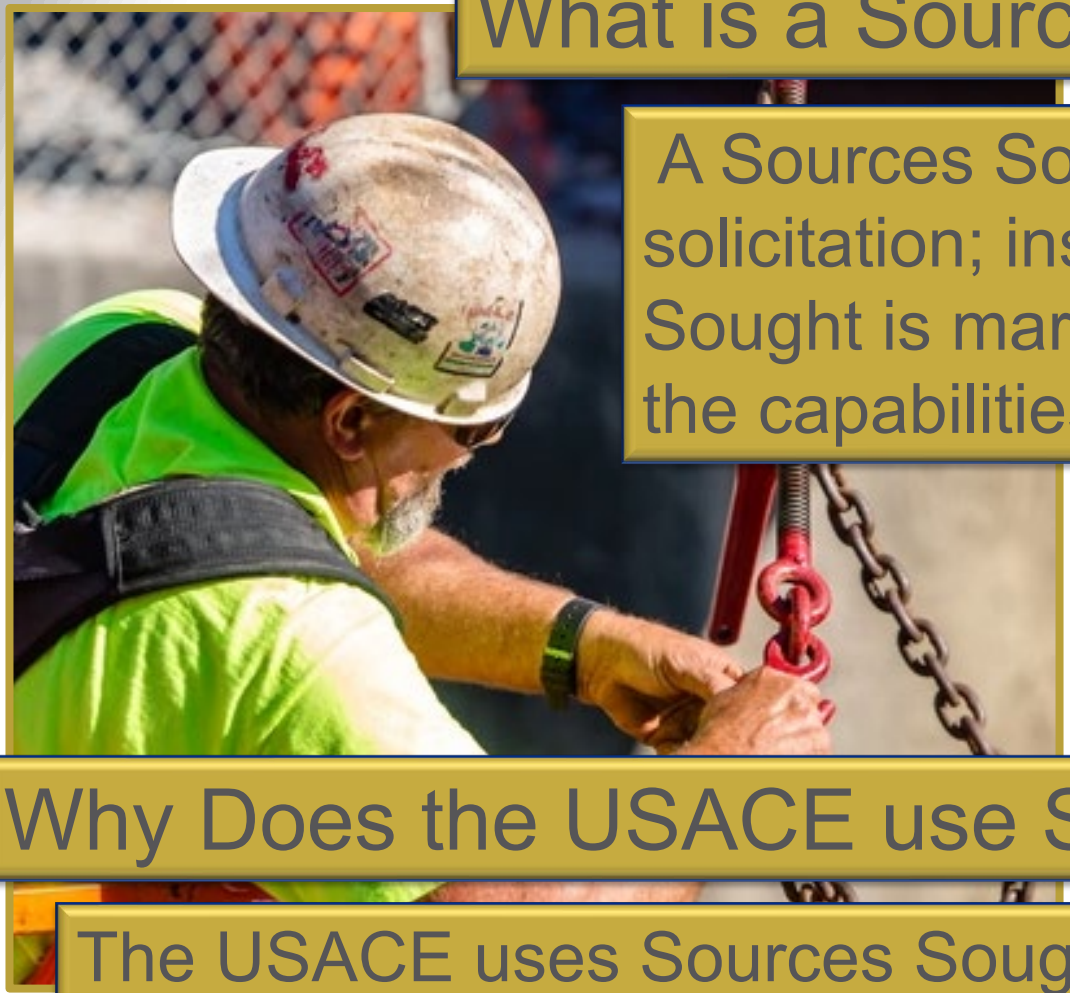
SOURCES SOUGHT

What is a Sources Sought?



A Sources Sought is not an actual bid or proposal solicitation; instead, it's a solicitation of interest. A Sources Sought is market research being conducted to determine the capabilities and interests of the marketplace.

Why Does the USACE use Sources Sought?

The USACE uses Sources Sought to help determine the capability of firms interested in performing the types of services required in the Sources Sought announcement.

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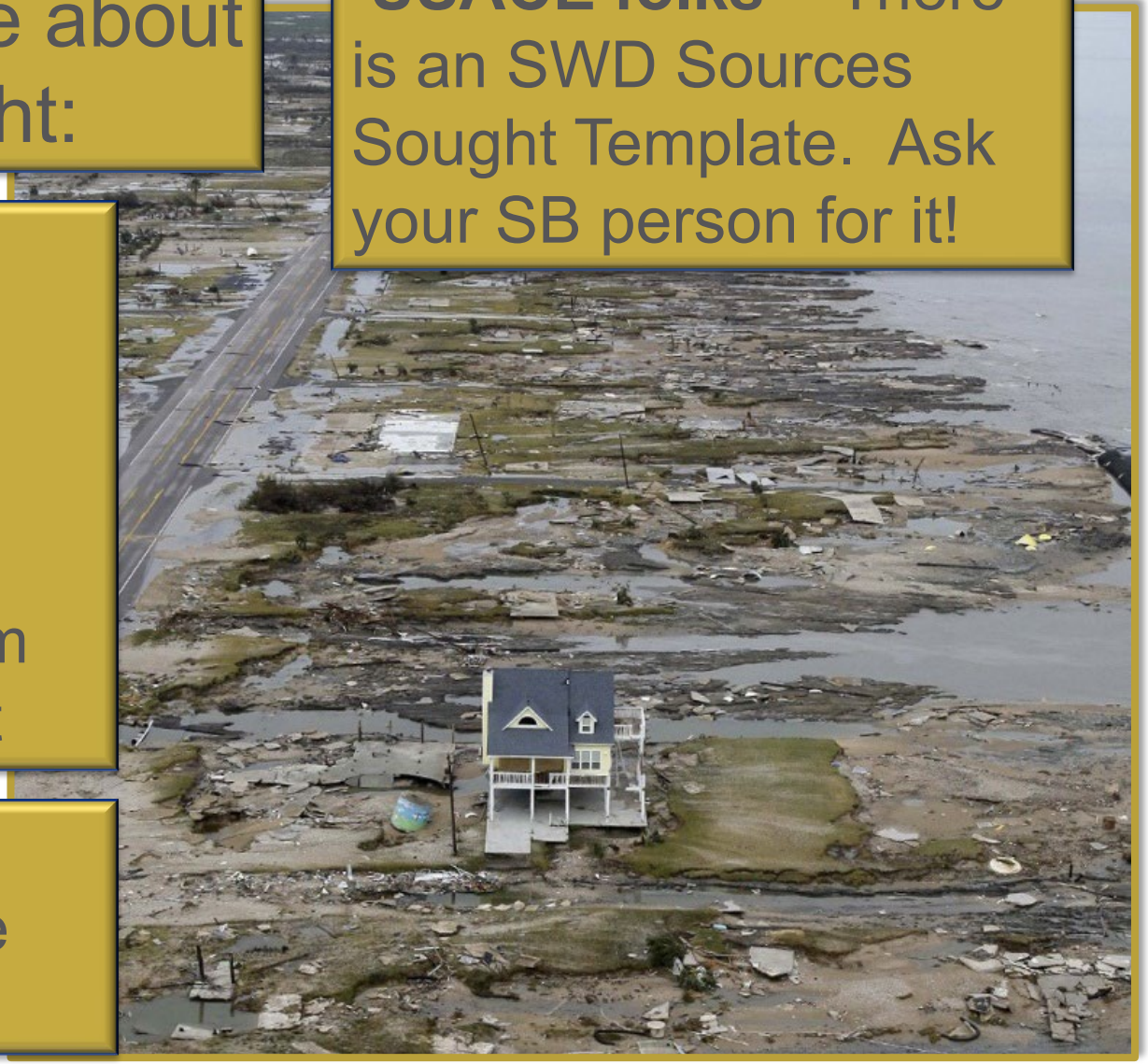
SOURCES SOUGHT - SLIDE 2

What Does the Government State about a requirement in a Sources Sought:

- Project Description & Magnitude
- Period of Performance
- NAICS Code / PCS Code
- Subcontracting limitations
- Estimated Advertisement
- Response Instructions – Varies from Sources Sought to Sources Sought

My preference is to provide Response Form and have very easily quantifiable data provided by the respondents.

USACE folks – There is an SWD Sources Sought Template. Ask your SB person for it!



SOURCES SOUGHT - SLIDE 3

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Example of a Recent Sources Sought:

SAM.GOV®

Coastal Storm Risk Management Project, Orange County, Texas

ACTIVE

Contract Opportunity

Notice ID
W912HY24SS01

Related Notice

Department/Ind. Agency
DEPT OF DEFENSE
Sub-tier
DEPT OF THE ARMY
Major Command
USACE
Sub Command
SWD
Office
US ARMY ENGINEER DISTRICT GALVESTON

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SOURCES SOUGHT - SLIDE 4

Example of a Recent Sources Sought:

SAM.GOV®

The U.S. Army Corps of Engineers – Galveston District has been tasked to solicit for and award a contract for the Adams Bayou Complex & Cow Bayou Complex in Orange County, Texas. The anticipated project will be a competitive, a hybrid firm-fixed price (FFP) and fixed-price incentive successive targets (FPIS), early contractor involvement (ECI), design/bid/build (DBB) contract procured in accordance with FAR 15, Negotiated Procurement using "Best Value" trade-off process.

Estimated duration of the project is 18-months for pre-construction services and an estimated four years for the construction options.

In accordance with DFARs 236.204, the estimated construction magnitude for this project is: Over $500,000,000.

The North American Industry Classification System code for this procurement is 237990, Other Heavy and Civil Engineering Construction, which has a small business size standard of $45M.

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SOURCES SOUGHT - SLIDE 5

Example of a Recent Sources Sought:

SAM.GOV®

Galveston District ~ US Army Corps of Engineers

Adams & Cow Pump Complexes -- Sources Sought -- Firm Experience

Please submit to Erin Williams at erin.k.williams2@usace.army.mil not later then close of business 10 Jan 2024

Section 1: General

1. Company Name: _____
2. Company Point of Contact: _____
3. POC email: _____
4. Company Address: _____
6. UEI #: _____
7. Please select all of the following categories that apply to your firm:

☐ Small Business	☐ Woman Owned Small Business	☐ HUBZone
☐ 8(a)	☐ Service Disabled Veteran Owned Small Bu:	☐ Large business

Section 2: Contractor Arrangement

Our Firm is interested in proposing on a contract as a:

☐ Prime Contractor ☐ Joint Venture ☐ Mentor-Protege ☐ Other

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SOURCES SOUGHT - SLIDE 6

Example of a Recent Sources Sought:

1. If awarded the contemplated contract, the maximum capacity our firm can adequately perform for any single contract is:

   $ _____

2. If awarded the contemplated contract, the maximum aggregate contract capacity our firm can adequately perform is: (Total capacity of your firm)

   $ _____

3. **Our firm is has experience of providing the following services:** (This is not an inclusive list but a representation of typical work. Additionally, all work is anticipated to be Design-bid-build (DBB))

	Would sub-contract	Performing In House	Types of Work in the Anticipated Contract
1			Pump Station Construction
2			Sector Gate Construction
3			Vertical Lift Floodgate Construction
4			Concrete Floodwall Construction
5			Levee Construction
6			Channel Realignment
7			Cofferdam

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SOURCES SOUGHT - SLIDE 7

Example of the Information Collected from Sources Sought:

From these tables we can determine the bonding capability of interested firms by socio-economic set-aside.

	# of Respondents	Average Per Contract Bonding	Firms w/ Per Contract Bonding: >= $3M	>= $5M	>= $10M
Small Business	XX	$XX,XXX,XXX	XX	XX	XX
8(a)	XX	$XX,XXX,XXX	XX	XX	XX
HUBZone	XX	$XX,XXX,XXX	XX	XX	XX
SDVOSB	XX	$XX,XXX,XXX	XX	XX	XX
WOSB					
Large Business					

	# of Respondents	Average Aggregate Bonding	Firms w/ Aggregate Bonding: >= $10M	>= $15M	>= $20M
Small Business	XX	$XX,XXX,XXX	XX	XX	XX
8(a)	XX	$XX,XXX,XXX	XX	XX	XX
HUBZone	XX	$XX,XXX,XXX	XX	XX	XX
SDVOSB	XX	$XX,XXX,XXX	XX	XX	XX
WOSB	XX	$XX,XXX,XXX	XX	XX	XX
Large Business	XX	$XXX,XXX,XXX	XX	XX	XX

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SOURCES SOUGHT - SLIDE 8

Sources Sought Data is Analyzed – Then What?

The Sources Sought Analysis is combined with the other Market Research conducted for the particular requirement in the Market Research Summary and/or Market Research Report.

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DSBS

What is DSBS?

DSBS = The Small Business Administration's Dynamic Small Business Search

Government Certifications

8(a) Certified or 8(a) Joint Venture:
- ○ Required (Active Certifications only)
- ○ Required (Active Certifications and Previously Certified)
- ○ Required (Previously Certified only)
- ◉ Not Required

Women Owned Small Business:
- ○ Required (Active Certifications only)
- ○ Required (Active Certifications and Previously Certified)
- ○ Required (Previously Certified only)
- ◉ Not Required

HUBZone Certification:
- ○ Required (Active Certifications only)
- ○ Required (Active Certifications and Previously Certified)
- ○ Required (Previously Certified only)
- ◉ Not Required

Economically Disadvantaged Women Owned Small Business:
- ○ Required (Active Certifications only)
- ○ Required (Active Certifications and Previously Certified)
- ○ Required (Previously Certified only)
- ◉ Not Required

Veteran-Owned Small Business or Joint Venture:
- ○ Required (Active Certifications only)
- ◉ Not Required

Service-Disabled Veteran-Owned Small Business or Joint Venture:
- ○ Required (Active Certifications only)
- ◉ Not Required

All filters in Government Certification section will return all relevant firms, including firms with
For more information, see also SBA Certifications in the search help page.

https://dsbs.sba.gov/

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DSBS – SLIDE 2

DSBS Considerations for Industry:

- Query results limited to 5K firms.
- Have to build query to get to less than 5K.
- Typical ways to do that include adding a NAICS code, annual gross income, bonding level, or key word

SBA

https://dsbs.sba.gov/

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DSBS – SLIDE 3

Example of the Information Collected from DSBS:

From these tables we can see the key words firms have in their capabilities statements.

	# of Firms	# of Firms w/ Capability Statements	# of Firms with Each Key Word:				
			Horizontal	Civil	Levee	Pump Station	Concrete
Small Business	5187	2383	74	380	47	34	34
8(a)	283	221	16	67	4	2	2
HUBZone	273	218	11	53	5	4	4
WOSB	200	154	8	30	2	1	1
SDVOSB	199	149	9	27	5	0	0

	# of Firms	# of Firms w/ Capability Statements	# of Firms with Each Key Word:				
			Earth Work	Gate	Channel	Cofferdam	Floodwall
Small Business	5187	2383	94	66	15	8	1
8(a)	283	221	12	3	0	1	0
HUBZone	273	218	9	9	2	0	0
WOSB	200	154	7	5	0	0	0
SDVOSB	199	149	2	4	0	0	0

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DSBS – SLIDE 4

Example of the Information Collected from DSBS:

In order to advertise a requirement to a socio-economic set-aside, the rule of 2 must be met for competition.

	# of Firms	# of Firms w/ Capability Statements	# of Firms with Each Key Word:				
			Horizontal	Civil	Levee	Pump Station	Concrete
Small Business	5187	2383	74	380	47	34	34
8(a)	283	221	16	67	4	2	2
HUBZone	273	218	11	53	5	4	1
WOSB	200	154	8	30	2	1	1
SDVOSB	199	149	9	27	5	0	0

	# of Firms	# of Firms w/ Capability Statements	# of Firms with Each Key Word:				
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Small Business	5187	2383	94	66	15	8	1
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HUBZone	273	218	9	9	2	0	0
WOSB	200	154	7	5	0	0	0
SDVOSB	199	149	2	4	0	0	0

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DSBS – SLIDE 5

DSBS Considerations:

Think about the key words your firm should have in its capability statement.

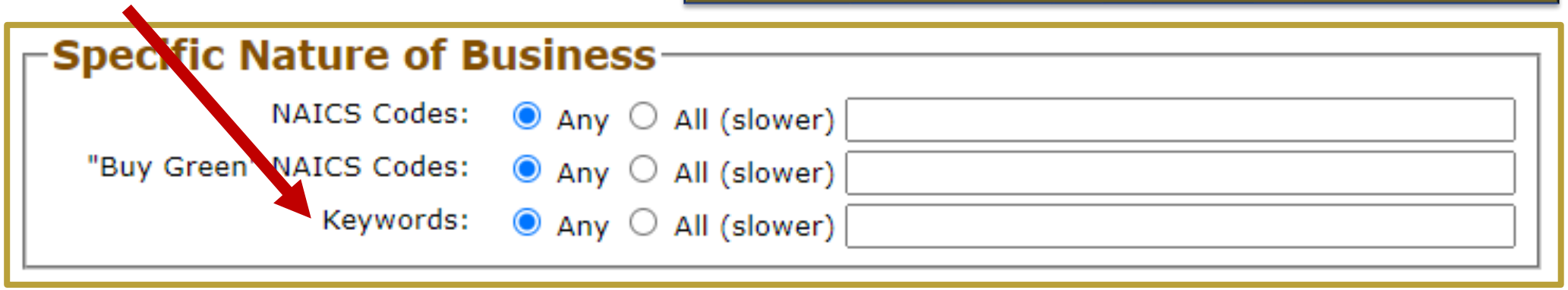
Think about common variations as well: Design Build, Design-Build, D/B, DB, Des-Bld, & etc.

Common NAICS Code in SWD:

237990 – Other Heavy & Civil Engineering Construction

541330 – Engineering Services

236220 – Commercial & Institutional Building Construction



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DSBS – SLIDE 6

How Do I Update This Profile You Keep Talking About????

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Already Registered?

You must renew your registration every 365 days to keep it active. You can make updates to your registration anytime or during renewal. If you're already registered, you already have a Unique Entity ID.

- Go to your Entity Management Workspace to update or renew your registration
- Check the status of your registration.
- How do you know if you are already registered?

Dynamic Small Business Search (DSBS)

Metadata Updated: April 11, 2023

The Small Business Administration maintains the Dynamic Small Business Search (DSBS) database. As a small business registers in the System for Award Management, there is an opportunity to fill out the small business profile. The information provided populates DSBS. DSBS is another tool contracting officers use to identify potential small business contractors for upcoming contracting opportunities. Small businesses can also use DSBS to identify other small businesses for teaming and joint venturing.

https://catalog.data.gov/dataset/dynamic-small-business-search-dsbs-4f0da

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SAM.GOV

What is SAM.GOV?

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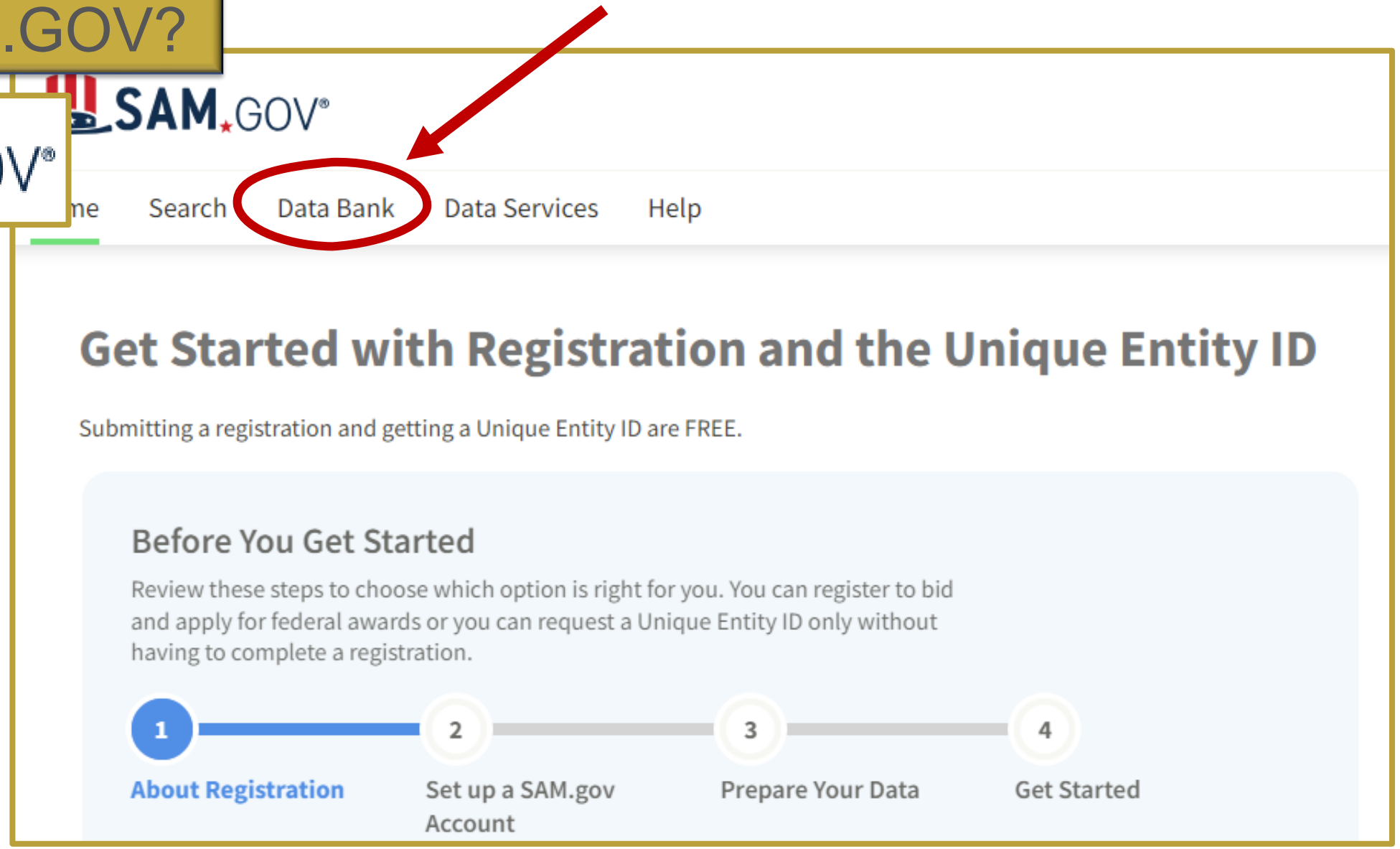

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SAM.GOV – SLIDE 2

SAM.GOV Databank

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Data Bank

SAM.gov reports support analysis of the federal award lifecycle. The DataBank allows you to download or run reports on various domains. Depending on the domain, different types of reports are available. Reports range from static pre-generated reports to fully customizable ad hoc reports. You must be signed in to run most reports, and roles assigned to you determine which reports are available for you to run.

Standard Reports

Standard reports contain information about contract activity and are formatted to meet the needs of both government and public users. Depending on the report, users can filter, sort, graphically display, and export the data in standard reports to locate information of interest. These reports are listed alphabetically below. Reports listed as “Anomaly” reports either report on anomalous circumstances, or have anomalies within the data and contain this information within the report descriptions.

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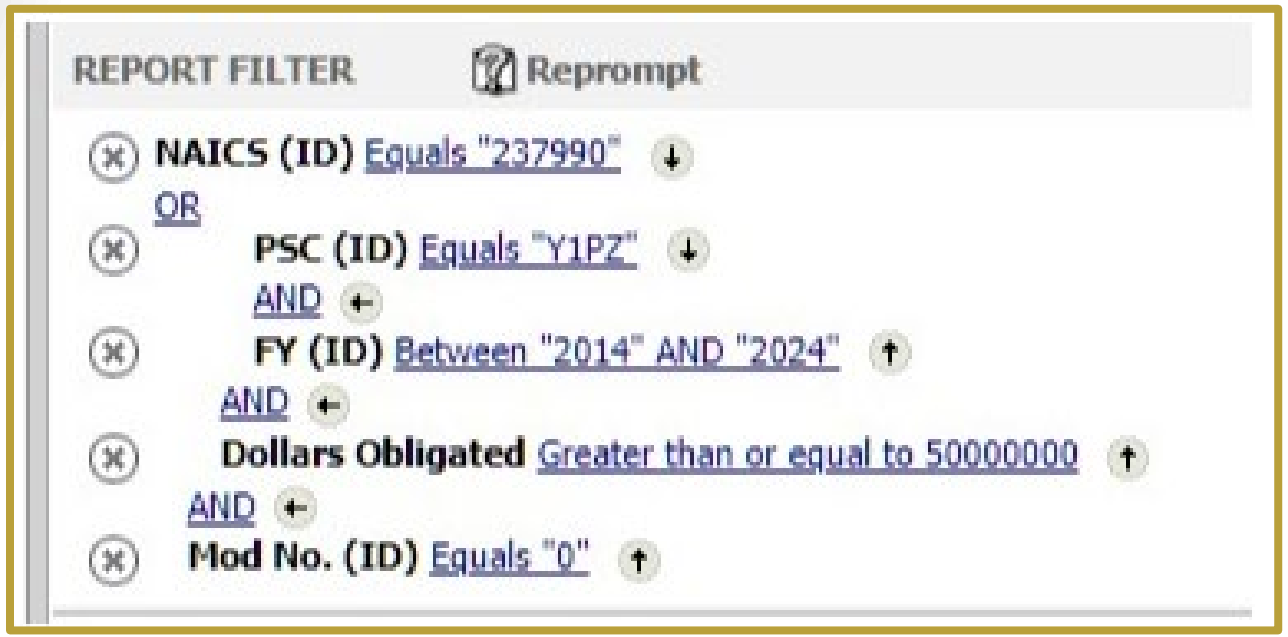
SAM.GOV – SLIDE 3

SAM.GOV Example Query



SAM.GOV has standard reports and the ability to run ad hoc reports.

The website indicates that some of the reporting mechanisms are still migrating over from FPDS

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SAM.GOV – SLIDE 4

SAM.GOV Data Analysis

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	WOSB			SDVOB		
	# of Actions	Total $	Average $	# of Actions	Total $	Average $
2014	0	$0	$0	0	$0	$0
2015	0	$0	$0	0	$0	$0

	LB			SB			8(a)			HZ		
	# of Actions	Total $	Average $	# of Actions	Total $	Average $	# of Actions	Total $	Average $	# of Actions	Total $	Average $
2014	5	$465,085,971	$93,017,194	0	$0	$0	0	$0	$0	0	$0	$0
2015	6	$505,969,060	$84,328,177	0	$0	$0	0	$0	$0	0	$0	$0
2016	1	$182,753,859	$182,753,859	0	$0	$0	0	$0	$0	0	$0	$0
2017	8	$560,389,424	$70,048,678	0	$0	$0	0	$0	$0	0	$0	$0
2018	8	$847,435,677	$105,929,460	0	$0	$0	0	$0	$0	0	$0	$0
2019	12	$1,389,746,494	$115,812,208	0	$0	$0	0	$0	$0	0	$0	$0
2020	24	$3,225,866,808	$134,411,117	2	$227,279,210	$113,639,605	0	$0	$0	0	$0	$0
2021	20	$1,955,235,101	$97,761,755	1	$59,310,781	$59,310,781	0	$0	$0	0	$0	$0
2022	27	$4,192,852,701	$155,290,841	2	$159,846,309	$79,923,155	0	$0	$0	0	$0	$0
2023	25	$3,592,599,761	$143,703,990	3	$189,749,650	$63,249,883	0	$0	$0	0	$0	$0
2024	2	$329,874,802	$164,937,401	0	$0	$0	0	$0	$0	0	$0	$0
Total	138	$17,247,809,658	$124,984,128	8	$636,185,950	$79,523,244	0	$0	$0	0	$0	$0

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MARKET RESEARCH SUMMARY

The Government has Collected Market Research …Now What???

- Sources Sought
- DSBS
- SAM.GOV
- Other

Market Research Summary:
The data is combined into a summary of overall findings.

The data is used in the Market Research Report, in support of the DD2579, in Formal and informal Acquisition Planning.

unicor We're life changing.

GSA

U.S. AbilityOne COMMISSION

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MARKET RESEARCH SUMMARY – SLIDE 2

Market Research is Complete – Only for a while.

The KO may use market research conducted within 18 months before the award of any task or delivery order if the information is still current, accurate, and relevant.

(FAR 10.002(b)(1)).

Market Research Refresh:

As market research ages, it may become appropriate to do additional to determine if the previous information is still accurate and relevant, this is called a “Market Research Refresh”. The previous Market Research documents are updated with the additional information and analysis.

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MARKET RESEARCH SUMMARY – SLIDE 3

Decisions Made After Reviewing Market Research Analysis:

1. Can a required source fulfill the need?
2. Is the item commercially available?
3. What are the standard industry practices for the particular requirement?
4. Is consolidation or bundling necessary and justified?
5. Should the requirement be set-aside for a small business program?

FAR 10.001 has a more complete list.

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MARKET RESEARCH SUMMARY – SLIDE 4

Market Research Summary:

Market research is one of the foundations of each procurement.
The more effort placed into market research by industry and government, the better the end product.

We at the USACE know responding to Market Research requests takes time and resources.

We really appreciate your efforts!!!

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CONTRACT NUMBERS

Typical Galveston RFP #:

W912HY 24 R 0001

- W912HY is the Galveston District DODAAC. Every action Galveston issues starts with its DODAAC. It lets all parties know who issued the action.
- This character indicates the fiscal year the action was created, advertised, or awarded
- This Character indicates the type of action: R = RFP, B = IFB, D = IDIQ, C = Contract, etc.
- This Character is issued sequentially

What is a DODAAC?

The Department of Defense Activity Address Code is a 6-position code that uniquely identifies an activity that has the authority to requestion, ***CONTRACT*** for, receive, have custody of, issue, or ship government owned assets.

Southwest Division DODAACs:

W9126G = Fort Worth District
W518EA = Ft Worth IIS
W912BV = Tulsa District
W9127S = Little Rock District
W912HY = Galveston District

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CONTRACT NUMBERS – SLIDE 2

Focus on Type of Action:

Instrument	Letter Designation
Blanket purchase agreements	A
Invitations for Bids	B
Contracts of all types except indefinite-delivery contracts	C
Indefinite-Delivery Contracts	D
Task Orders, Delivery Orders or Calls Under Basic Ordering Agreements	F
Basic Ordering Agreements.	G
Lease Agreements	L
Purchase Orders	P
Requests for Quotations	Q
Requests for Proposals	R

Additional information can be found in FAR 4.16

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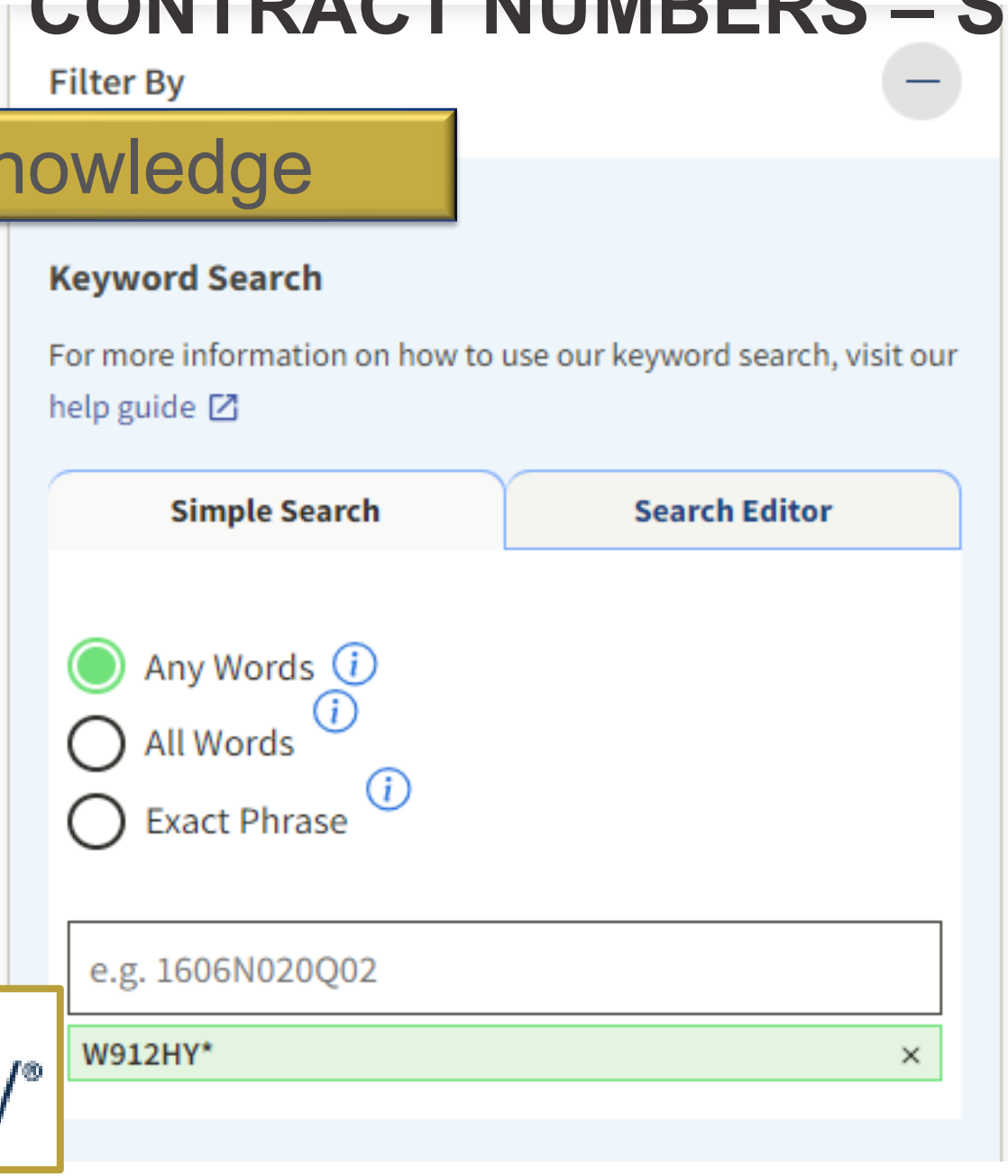
CONTRACT NUMBERS – SLIDE 3

Application of knowledge



SAM.GOV is the Government Point of Entry (GPE).

Search by DODAAC on SAM.GOV

FAR 5.003 GPE: For any requirement in the FAR to publish a notice, the KO must transmit the notices to the GPE.

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CONTRACT NUMBERS – SLIDE 4

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Application of knowledge

Review of 2 of SWG's SAM.GOV postings

Houston Ship Channel (HSC), Segment 3 ? Barbours Cut Channel ,Spilman Island, and Morgan?s Point Bulkhead Walls

Notice ID: W912HY24R0008

THIS SOLICITATION IS BEING ISSUED AS AN UNRESTRICTED REQUEST FOR PROPOSAL FOR HOUSTON SHIP CHANNEL EXPANSION CHANNEL IMPROVEMENT PROJECT *****ATTENTIO...

Department/Ind.Agency
DEPT OF DEFENSE

Subtier
DEPT OF THE ARMY

Office
US ARMY ENGINEER DISTRICT GALVESTON

Contract Opportunities

Current Date Offers Due
January 19, 2024 at 10:00 AM CST

Notice Type
Updated Solicitation

Updated Date
Dec 19, 2023 (5)

Published Date
Dec 19, 2023

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CONTRACT NUMBERS – SLIDE 5

Application of knowledge

Review of 2 of SWG's SAM.GOV postings

FY24 Corpus Christi Ship Channel Inner Basin to Viola, Maintenance Dredging, in Nueces County, Texas.

Notice ID: W912HY24B0001

The U. S. Army Corps of Engineers, Galveston District Office requires a contract for Corpus Christi Ship Channel, in Nueces County, Texas.

...

Department/Ind.Agency
DEPT OF DEFENSE

Subtier
DEPT OF THE ARMY

Office
US ARMY ENGINEER DISTRICT GALVESTON

Contract Opportunities

Current Response Date
February 01, 2024 at 02:00 PM CST

Notice Type
Updated Presolicitation

Updated Date
Dec 13, 2023 (5)

Published Date
Dec 13, 2023

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MARKET RESEARCH OVERVIEW CONCLUSION

Thank you!
~Erin Williams

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