

**ALLIANCE
NORTHWEST**



**Breakout
Session**

**Essential Tips for Winning
Proposals**

TOP 10+ TIPS FOR A WINNING PROPOSAL...



**NW
ALLIANCE
2026**

... From a contracting officer's perspective

✓ *Government contracting is a world with its own language and rituals.*

Miss a step, assume that the way you have always done it will work . . . there will be ten other contractors trying to step over you!!

✓ *Federal technical proposal writing is significant business expense, so make it count.*

Given the amount of competition winning proposals have to be outstanding.

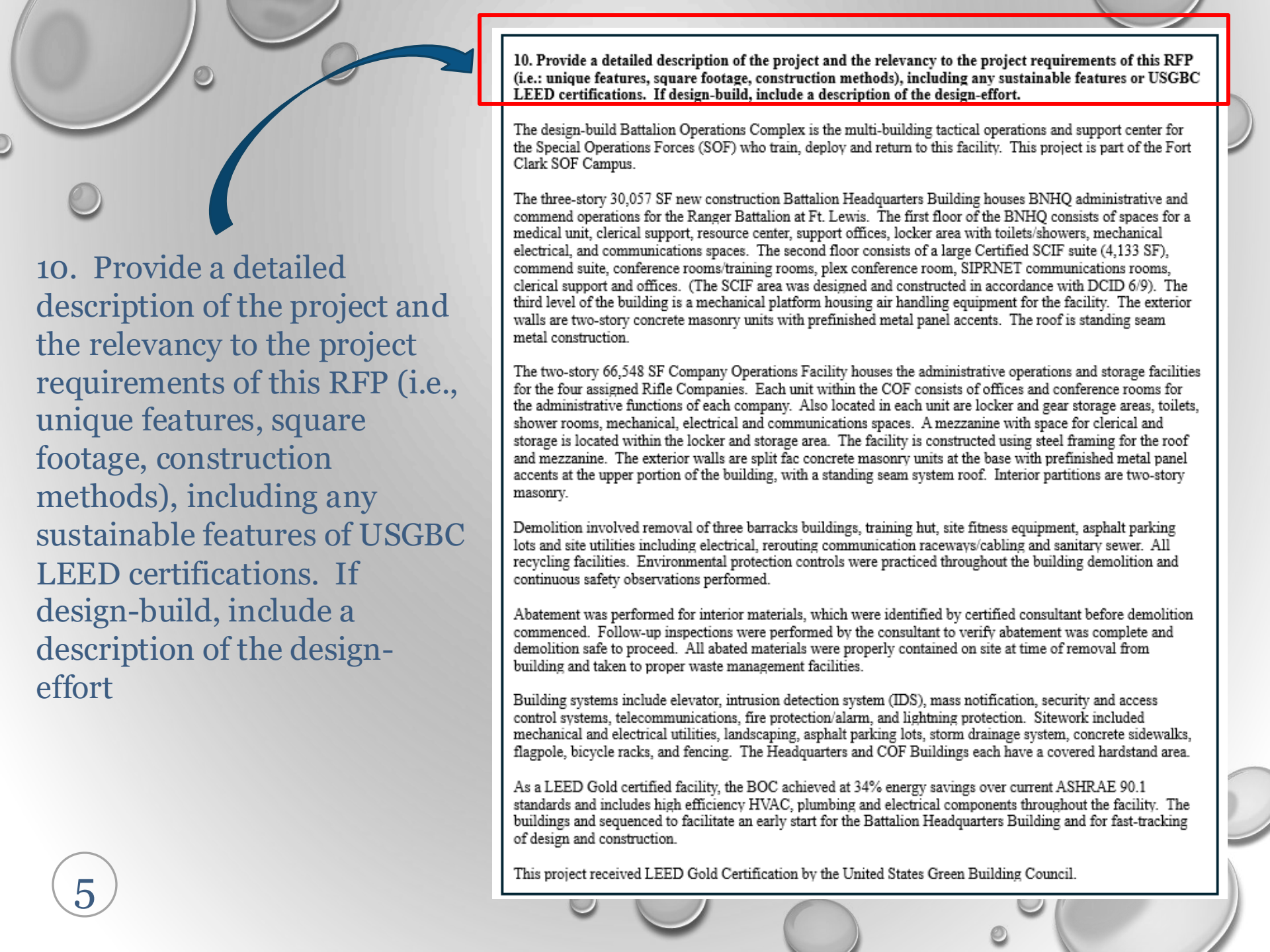
✓ *Contracting regulations are generally established on lessons learned, usually as the result of a claim/court decision. As a result, the Government is 100% procedure driven.*

TECHNICAL PROPOSAL SHOULD . . .

1. Be visually appealing and indestructible
2. Use the exact same proposal, tab, paragraph, task numbers specified
3. Mark every page
4. Keep every element short and to the point.
5. Never exceed the page numbers
6. AVOID narrative - “**Bulletize**” wherever possible
7. Never mirror the requirement back
8. **Quantify and Qualify** every requirement
9. Do not make assumptions for the reader
10. Break the flow of the document into columns for ease of reading, add charts, add pictures, etc.

TECHNICAL PROPOSAL SHOULD . . .

- + Use the same element titles
- + Use bold headings, italic text, borders and color to separate and emphasize the sections and cut the monotony
- + Use the specified font - or if not specified, a font that's easily readable, preferable sans-serif fonts.
- + Font size no smaller than 12 pt
- + Ensure consistency
- + Add image(s)
- + Include a logo for company recognition and use the company name in its entirety if possible



10. Provide a detailed description of the project and the relevancy to the project requirements of this RFP (i.e., unique features, square footage, construction methods), including any sustainable features of USGBC LEED certifications. If design-build, include a description of the design-effort

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The design-build Battalion Operations Complex is the multi-building tactical operations and support center for the Special Operations Forces (SOF) who train, deploy and return to this facility. This project is part of the Fort Clark SOF Campus.

The three-story 30,057 SF new construction Battalion Headquarters Building houses BNHQ administrative and command operations for the Ranger Battalion at Ft. Lewis. The first floor of the BNHQ consists of spaces for a medical unit, clerical support, resource center, support offices, locker area with toilets/showers, mechanical electrical, and communications spaces. The second floor consists of a large Certified SCIF suite (4,133 SF), command suite, conference rooms/training rooms, plex conference room, SIPRNET communications rooms, clerical support and offices. (The SCIF area was designed and constructed in accordance with DCID 6/9). The third level of the building is a mechanical platform housing air handling equipment for the facility. The exterior walls are two-story concrete masonry units with prefinished metal panel accents. The roof is standing seam metal construction.

The two-story 66,548 SF Company Operations Facility houses the administrative operations and storage facilities for the four assigned Rifle Companies. Each unit within the COF consists of offices and conference rooms for the administrative functions of each company. Also located in each unit are locker and gear storage areas, toilets, shower rooms, mechanical, electrical and communications spaces. A mezzanine with space for clerical and storage is located within the locker and storage area. The facility is constructed using steel framing for the roof and mezzanine. The exterior walls are split fac concrete masonry units at the base with prefinished metal panel accents at the upper portion of the building, with a standing seam system roof. Interior partitions are two-story masonry.

Demolition involved removal of three barracks buildings, training hut, site fitness equipment, asphalt parking lots and site utilities including electrical, rerouting communication raceways/cabling and sanitary sewer. All recycling facilities. Environmental protection controls were practiced throughout the building demolition and continuous safety observations performed.

Abatement was performed for interior materials, which were identified by certified consultant before demolition commenced. Follow-up inspections were performed by the consultant to verify abatement was complete and demolition safe to proceed. All abated materials were properly contained on site at time of removal from building and taken to proper waste management facilities.

Building systems include elevator, intrusion detection system (IDS), mass notification, security and access control systems, telecommunications, fire protection/alarm, and lightning protection. Sitework included mechanical and electrical utilities, landscaping, asphalt parking lots, storm drainage system, concrete sidewalks, flagpole, bicycle racks, and fencing. The Headquarters and COF Buildings each have a covered hardstand area.

As a LEED Gold certified facility, the BOC achieved at 34% energy savings over current ASHRAE 90.1 standards and includes high efficiency HVAC, plumbing and electrical components throughout the facility. The buildings and sequenced to facilitate an early start for the Battalion Headquarters Building and for fast-tracking of design and construction.

This project received LEED Gold Certification by the United States Green Building Council.

*Photos
speak
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As a LEED Gold certified facility, the BOC achieved a 34% energy savings over current ASHRAE 90.1 standards and includes high efficiency HVAC, plumbing and electrical components throughout the facility. The buildings on site are also in compliance with UFC 4-010-01 Anti-terrorism and Force Protection Standards. Design was sequenced to facilitate an early start for the Battalion Headquarters Building and for fast-tracking of design and construction.

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*Bullets
remove
unnecessary
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and draw
attention to
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- Three-story 30,057 SF new construction
- Medical unit, clerical support, resource center, support offices, locker area with toilets/showers
- Mechanical, electrical, and communications spaces
- Certified SCIF suite (4,133 SF), command suite, conference rooms/training rooms, plex conference room, SIPRNET communications rooms, clerical support and offices
- Mechanical platform housing air handling equipment
- Exterior walls are two-story concrete masonry units with prefinished metal panel accents
- Roof is standing seam metal construction
- Two-story, 66,548 SF new construction
- Administrative operations and storage facilities
- Locker and gear storage areas, toilets, shower rooms
- Mechanical, electrical, and communications spaces
- Mezzanine with space for clerical and storage
- Steel framing for the roof and mezzanine
- The exterior walls are split face concrete masonry units at the base with prefinished metal panel accents at the upper portion of the building
- Standing seam system roof
- Interior partitions are two-story masonry.
- Demolition of three barracks buildings, training hut, site fitness equipment, asphalt parking lots and site utilities including electrical, rerouting communication raceways/cabling and sanitary sewer
- All recyclable materials from the three barracks were sorted and taken to proper recycling facilities
- Environmental protection controls
- Abatement of asbestos and lead paint
- Building systems include elevator, intrusion detection system (IDS), mass notification, security and access control systems, telecommunications, fire protection/alarm, and lightning protection. Sitework included mechanical and electrical utilities, landscaping, asphalt parking lots, storm drainage system, concrete sidewalks, flagpole, bicycle racks, and fencing.
- Achieved LEED Gold certification with 34% energy savings over current ASHRAE 90.1 standards and includes high efficiency HVAC, plumbing and electrical components throughout the facility.
- Anti-terrorism and Force Protection Standards
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- Achieved **LEED Gold** certification with **34% energy savings** over current ASHRAE 90.1 standards and include high efficiency HVAC, plumbing and electrical components through the facility.
-
- Anti-terrorism and Force Protection Standards
-
- **Design** was sequenced to facilitate an early start for the Battalion Headquarters Building and for fast



EVALUATION CRITERIA

- ☒ Value between \$5M - \$10M
\$9,567,657.00
- ☒ Completed with last 5 years
Completed April 29, 2014
- ☒ Similar Square Footage
66,548 SF + 30,057 SF
- ☒ Similar Construction Methods
*Multiple dwelling units,
Mechanical, Electrical, concrete
masonry,*
- ☒ Unique Features
- ☒ Design Build

Help the evaluator agree with your proposal

FACTOR 3: TECHNICAL APPROACH FOR SAFETY

3.1 NARRATIVE

ABC CONSTRUCTION, INC. understands that construction is the highest risk occupation averaging 20% of all workplace deaths having statistics such as:

- ✓ One in ten construction workers are injured every year and over the course of a 45-year career, a construction worker has a 1 in 200 chance of dying.
- ✓ Falls are the greatest cause of fatal construction injuries (40%), followed by electrocutions (8%), struck by object (8%) and caught-in/between (1%). These Fatal Four account for half of the deaths in the construction industry
- ✓ The construction industry is #2 in the United States for fatal injuries in workers younger than 18 and that 60% of construction workplace injuries occur within the employee's first year of employment.

ABC CONSTRUCTION, INC. employees (including subcontractors) are entitled to a safe workplace and their families are entitled to have them home each and every day. ABC CONSTRUCTION, INC. operates under the philosophy that our company is only what our employees are – safety orientated. Training, support, and high safety expectations for safe behavior and environment comes from the top down and is managed by corporate safety Officers for each of the Joint Venture Team members who collaborate to make best ideas by the companies are merge into one program. Equally important, ABC CONSTRUCTION, INC. also operates under the standard that safety culture on each job is executed at the bottom up. We need to make sure our employees not only feel safe but that they are responsible for what happens to them and their work family.

In addition to requirements of the EM385, OSHA, and project contract for a Site Specific Safety Plan, AHA's, training and certifications, safety

meetings and orientation, etc., ABC CONSTRUCTION, INC. takes its safety program to next level by conducting special training regarding the fatal four and post banners at each work entrance as a reminder to the employees.

Also, each on-site Management Team will establish and post a list of the **Ten Rules for Safety** for each project that, if violated will result in immediate corrective action. Examples of Safety Rules:



- *Improper use of Personal Protection Equipment (hard hats, safety glasses, ear protection, etc.)*
- *Listening to personal listening devices*
- *Frayed clothing*
- *Horseplay, scuffling, throwing tools, or dangerous practical jokes*
- *Smoking in non-designated area*
- *Improper use of construction equipment*
- *Improper use of safety equipment (fall protection, welding shields, LOTO devices, trench boxes, etc)*
- *Failure to maintain a clean work site*
- *Failure to follow the AHA*



First a warning, second violation a day off without pay, and any third violation will result in termination.

ABC Construction, Inc. Invests in Motivation

Because safety incentive programs can become routine, ineffective, and irrelevant with the passing of time (especially if employees consider management to be out of touch with their day-to-day experiences), ABC CONSTRUCTION, INC. allows the employees to set their own goals to commit to

Newspaper style makes it easy for the reader

Sample of the posters/signs support narrative

Make sure the paragraph numbers mirror the RFP

Limit "mirroring of the contract requirements

Highlight key words

Make sure the paragraph numbers mirror the RFP

Watch for over commitment

investing their time and effort to improving their safety and encourage workers to do the same. Once a month, the crew will appoint an acting "Safety Person" who will make a safety walk several times over a 2-day period to observe work practices, behaviors, equipment, access, PPE, tools, environmental, etc. and report any observations of non-compliance/violations, problem areas, or recommendations for improvements. Site Management will have 24 hours to respond to any findings.

At the very first safety meeting, the employees (including subcontractors) will establish a list of goals that the crews must meet for the next month, how those goals will be measured, and the reward (i.e. half a day off with pay, pizza lunch, cash reward, etc.). This is a crew challenge, encouraging them to work together to keep each other safe. Recognized crews will also get a hard hat sticker recognizing them as a safety champion.



3.2 SUBCONTRACTOR EVALUATION & SAFETY COMPLIANCE

Integrating different companies (subcontractors) with different safety cultures or experience creates a potential danger to all personnel. Everyone is safe when they understand and can trust what the individual working next to them knows. Therefore, ABC Construction, Inc. will only employ subcontractors with matching safety culture and practices. Subcontractors must demonstrate that they encourage consistent, timely reaction to the discovery of unsafe situations, whether they result in injury or not. Just like our own employees, our subcontractors are part of our OHANA.

ABC Construction, Inc. rates potential subcontractors on the following:

- *Demonstrated experience with compliance with safety requirements*
- *Demonstrated experience and understanding of the contract requirements (required training, certifications, EM385 and OSHA)*
- *Quality of production and workmanship*

- *Performance of relevant previous projects*
- *Collaboration with other subcontractors*

A major contributing factor to the selection of subcontractors is their history and approach to safety. All subcontractors proceed through a safety evaluation system that includes a Safety Questionnaire that identifies their:

- ✓ EMR and DART ratings
- ✓ Designated safety person
- ✓ Frequency of safety meetings
- ✓ Incentive Program for safety
- ✓ Safety training for employees
- ✓ Company Safety Manual
- ✓ Site Specific Safety Plan
- ✓ Employee Certifications
- ✓ Points of contacts (previous clients)

Our final subcontractor selection criteria go beyond the EMR/DART ratings. We call references, we interview the Safety Officer for the company, verify that the safety culture aligns with ours, etc. ABC CONSTRUCTION, INC. looks for a commitment to improving the attitude towards safety and an individual's engagement in safety from every person and each subcontractor. It is important to recognize that small businesses may just be starting and having limited field experience – but good ratings and that all factors must be used in determining the health of a subcontractor's safety program.

SUBCONTRACTOR SAFETY COMPLIANCE.

Prior to starting work on our project, ABC CONSTRUCTION, INC., subcontractor completes an orientation checklist and we verify that we receive employee certifications, evidence of training, AHA's, plans, machinery/ equipment certifications, etc.

Once on board, subcontractor employees are treated as ABC Construction, Inc team and must meet the same requirements, responsibilities, and incentives. On site we are one crew, one family. Subcontractor employees will receive the same discipline our own employees would receive and the subcontractor will be issued a Safety Deficiency for infractions and contractual action taken as necessary to ensure they work safely.

Bullets draw attention to the point

Define how the requirement will be met.

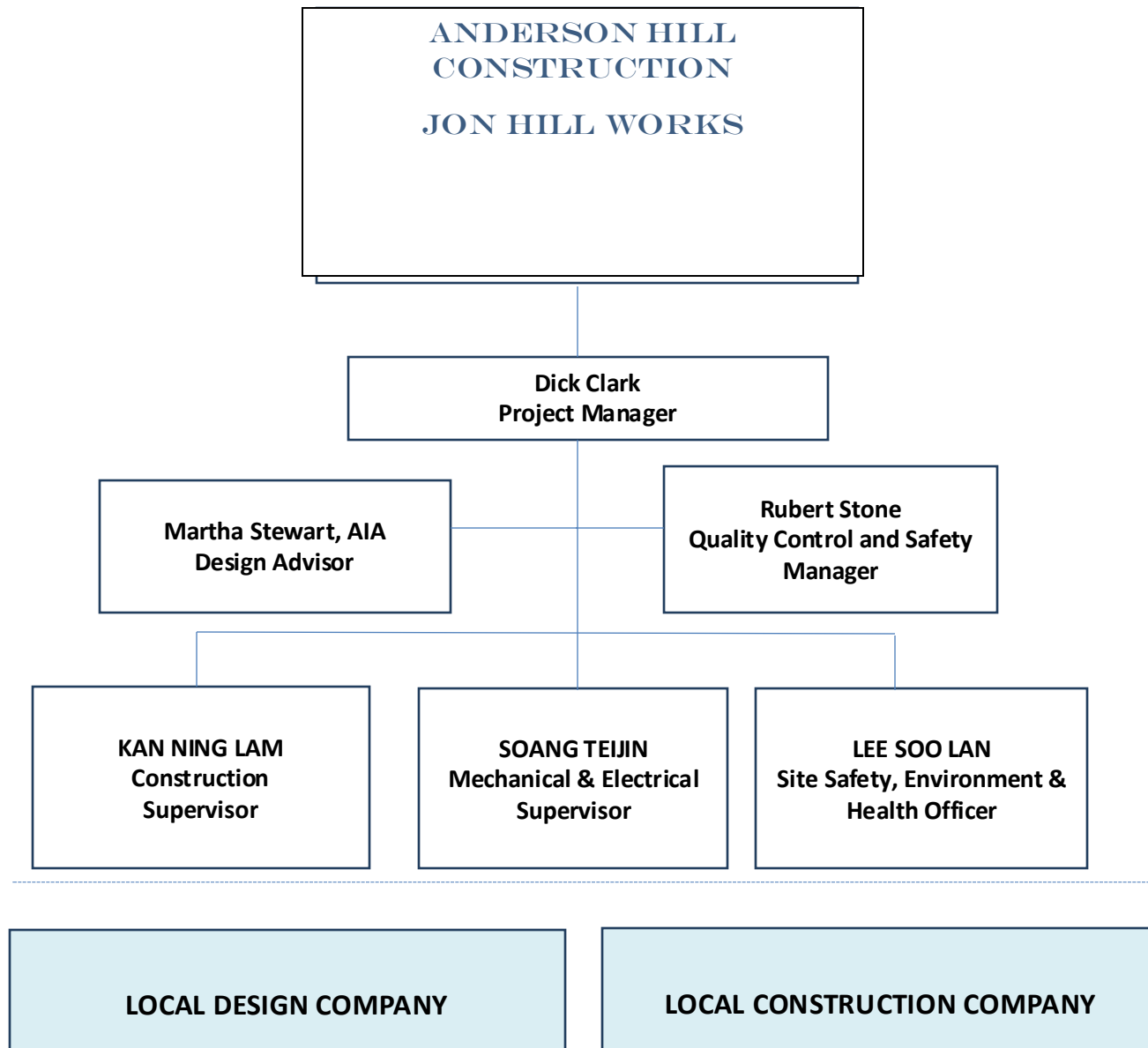
TECHNICAL PROPOSAL REQUIREMENT (FROM RFP)

6.1.1.1 organization and management narrative:

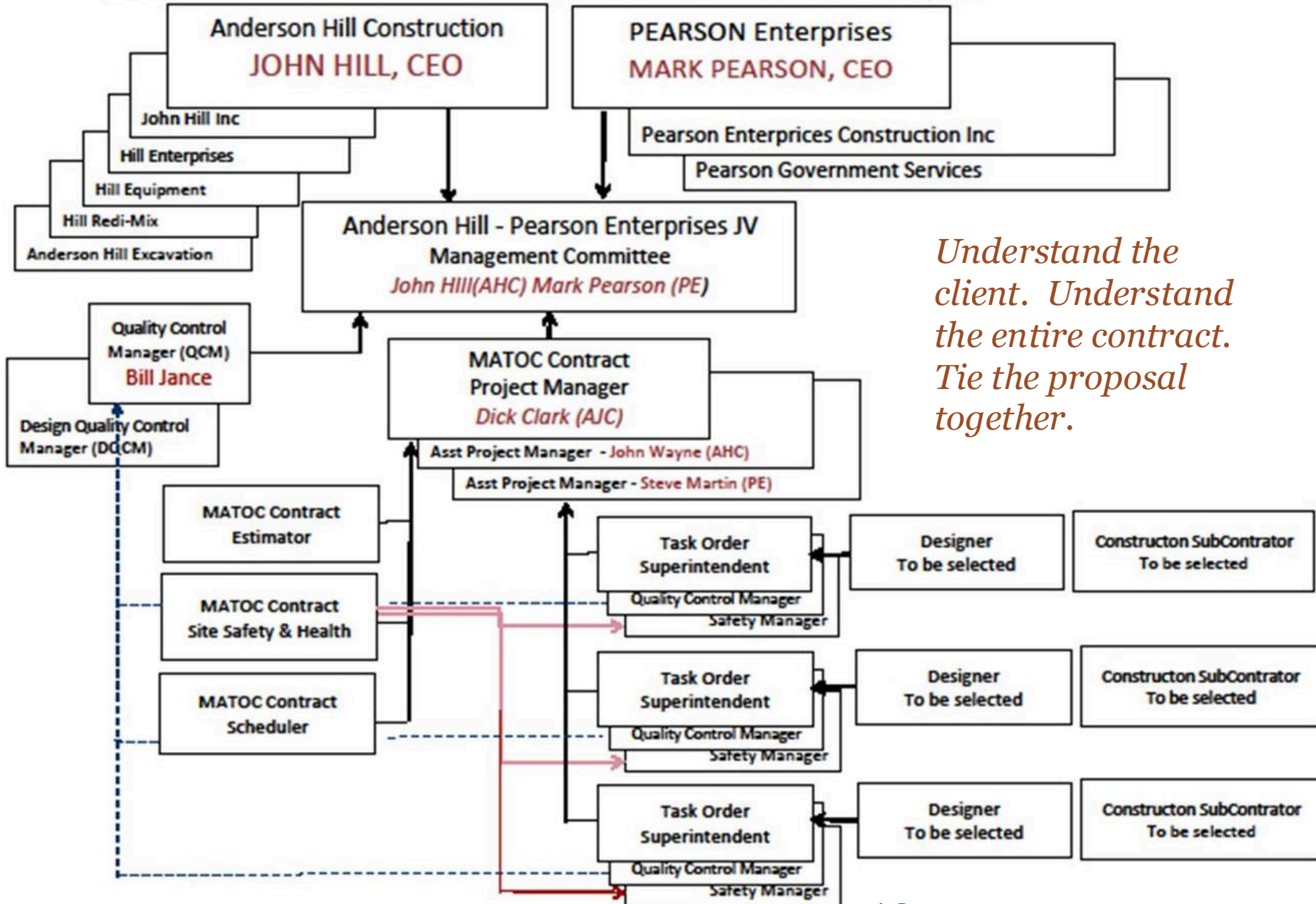
Provide a brief but concise written summary of the organization and the approach to management. The narrative shall address **both** the approach to managing the project included in the scope of work **and** the approach to managing multiple projects located in remote areas. Describe the organizational resources of the company and how their resources will be utilized. Clearly describe all teaming or joint venture arrangements, including a clear description of each firm's roles and responsibilities on the project (i.e., Design, construction). A copy of the teaming or joint venture agreement(s) may be appended to the plan (not included in the page limitation). Discuss any contractual arrangements that have been established. Identify the design team and describe the role of the design team during construction. Identify your procedures for safety and quality control throughout the design and construction process. Discuss your ability to perform work at multiple project sites throughout the country.

6.1.1.2 organizational chart

Include a simple organizational chart, illustrating the lines of communication within the proposed organization and the key personnel proposed for the specific project included in the scope of work. The chart shall clearly depict the names or positions of key personnel, including the company owner(s), design lead, design team, project manager, site engineer, quality control manager, safety manager, and any other key personnel the contractor proposes to complete the work.



ANDERSON HILL - PEARSON ENTERPRISES, JV



Understand the client. Understand the entire contract. Tie the proposal together.

CAN AI ENHANCE TECHNICAL PROPOSAL WRITING ???????

CLAIM: AI tools help professionals draft proposals faster, maintain consistency, and tailor content to client requirements. They can analyze RFPS, extract key specifications, and generate structured drafts based on previous submissions, reducing repetitive work and minimizing errors in formatting or compliance. AI also enables teams to highlight critical points, create compelling executive summaries, and adjust tone and style to match client expectations.

DOES AI know your business??????

WORDS TO AVOID

✓ **CRUTCH WORDS** – Used when writers don't understand what to say

- *We understand your requirements*
- *As appropriate*
- *As necessary*
- *Within the timeframe*
- *We are a full service organization*
- *We will comply with the EM385*

✓ **WEAK, TIMID WORDS** - Cause doubt

- *Believe, think*
- *Feel*
- *Strive*
- *Attempt*
- *Intend,*
- *Might , may, can*

WORDS TO AVOID

✓ **BOASTING WORDS** – Exaggerate or overstate facts ~ delivery trap,

- *Top-quality, world class*
- *Uniquely qualified*
- *Best-of-breed tools*
- *have industry-standard processes*
- *have state-of-the-art technology*
- *leaders in their market*
- *Expert*
- *Guarantee*

✓ **VAGUE, USELESS WORDS**

- *We are pleased to submit this proposal*
- *We are enthusiastic about this work*
- *We are committed to top quality*
- *We are looking forward to working with*

WORDS TO AVOID

✓ REDUNDANT WORDS

- *Actual experience*
- *Past history*
- *Advanced planning*
- *Close proximity*
- *Consensus of opinion*
- *6-month period*
- *On a daily, weekly monthly basis*
- *Responsible for managing*
- *With regard to*

✓ MIRRORING STATEMENTS

- *We follow the EM385 or OSHA standards*
- *We will implement 3-phases of quality control*

WORDS TO AVOID

✓ UNNECESSARY QUALIFIERS

- *Absolutely certain*
- *It goes without saying*
- *Now and again*
- *Comparatively*
- *Thoroughly*
- *Needless to say*
- *highest level*
- *Seamless operation*

✓ SLANG

- *We are hitting the ground running*
- *Rolling out the red carpet with seasoned managers*

✓ LEGAL WORDS

- *Assure, insure, ensure*
- *Guarantee*
- *May, shall*
- *Should*

WORDS TO AVOID

✓ NEEDLESSLY LONG WORDS

- *Ascertain (learn)*
- *Encompass (include)*
- *Enumerate (list)*
- *Illustrate (show)*
- *Initiate (start)*
- *Irregardless (is not a word)*
- *Methodology (method)*
- *Substantial (large)*
- *A number of (several)*
- *Utilization (use)*
- *In accordance with (per)*

✓ HIDDEN VERBS

- *Arrived at the conclusion (found)*
- *Came to an agreement (agreed)*
- *Gave a demonstration (demonstrated)*
- *Gave an explanation (explained)*
- *Has a requirement for (requires)*
- *Has a need for (needs)*
- *Held a meeting (met)*
- *Performed an analysis of (analyzed)*

- ***Successful project experience.*** AHC has *successfully managed* the design and construction of *numerous projects* ranging from *modest renovations* to replacement general hospitals, clinics, schools, homes. AHC *both* develops critical health care infrastructure and *trains Chinese engineers and project managers* in executing development projects of this type. *Working closely with local government, AHC develops programs, oversees design consultants during the design process, and manages the construction of the project from inception to completion, including procurement of equipment and furnishings.* AHC has managed over \$107 million worth of infrastructure projects for the past 37 years.

Factor 1 – Organization and Management

Overview of Anderson Hill Construction

Anderson Hill Construction (AHC) is a **501(c)(3) nonprofit organization** incorporated under the laws of the State of California May 1, 1978 and is based in San Diego, California. The original name of Anderson Hill Construction is **John Anderson Inc.** **AHC's Federal EIN is 44-0417096.** **Anderson Construction** manages and controls **Anderson Projects**, **Federal EIN 78-449803**, a **501(c)(3) Type II non-profit supporting organization** incorporated under the laws of State of California on May 30, 2002. Additionally, **Anderson Hills** and its affiliates are registered and/or incorporated in the countries where it operates. Together, the organizations are known as **"Hill Works"**.

Overview of John Anderson Inc

Overview of John Anderson Inc. (JAI) is a program of Anderson Hill Construction which has been working in China for over 37 years. JAI is one of the largest, oldest, and most reputable international development organizations in China. JAI has been licensed for its operation in China by the Ministry of Foreign Affairs, approved to do the program and projects in over 15 provinces in China. JHI has a Representative Office in Beijing and 5 project offices with 70 staff.

JHI has designed and delivered world-class programs in clean water, education and health care as part of our mission to help China develop its social infrastructure. Over that time, we have built a strong team with excellent competence in all areas of project management and a reputation for quality, integrity, and value.

QUESTIONS

mona carlson ~ *Nova Group, Inc*

(Volunteer with Kitsap APEX)

mona.carlson@novagr.com

(360) 620-7068

mary jo juarez ~ *Kitsap APEX*

juarezmj@msn.com

(360) 471-4269