

Federal Construction

December/January 2012

ALSO COVERING LOCAL, STATE & REGIONAL PROJECTS AND FACILITIES **MAGAZINE**

World Class

Why the MLK Center for Public Health is a model for design-build delivery

INSIDE:

The art of building safety

Energy efficiency made easy

Competing for federal contracts



How to build your federal 'circle of influence' now



Editor's note

- Wellness for the community..... **2**

The digest..... **4**

- Saving America's water
- Taking aim at Fed's power bill
- Power markets to power construction in '12

Perspective

Strategic Planning versus Strategic Thinking
 Why the next generation of leaders should
 develop their plans now **6**

Legal Ease

Getting in the game – The requirement for
 competition in federal contracting..... **10**

In the green

Taking control – Energy efficiency made easy
 with innovations in lighting control technologies..... **12**

GC expert

All you need is ... – How and why you should
 build out your federal circle of influence now **14**

Leadership

Be rock solid – Your five-step
 leadership self-development plan **16**

World Class

Why the MLK Center for Public Health is a
 model for design-build delivery..... **18**

Steel isn't just for bars

How stainless steel drainage made a difference
 at the Orleans Parish Correctional facility..... **28**

It's a weight thing

Why EPS geofoam is the new trend in federal
 highway transportation moving forward **36**

Guarding against the unknown

See why more cost-effective fenestration
 testing contributes to building safety..... **42**

Publisher's note

Happy New Year and
 all that Holiday cheer **56**

**Federal
 Construction**

DMD Publishing
 P.O. 3908
 Suwanee, GA 30024

PUBLISHER: David Corson
 davidc@fc-mag.com

EDITOR: Michael J. Pallerino
 mikep@fc-mag.com

ART DIRECTOR: Brent Cashman
 bocdesign@me.com

FEDERAL CONSULTANT: Doug Reitmeyer
 doug@gcexperts.com

CONTRIBUTING WRITERS:

Vinu Abraham	Jake Appelman
Richard Biscoe	Briston Blair
Diana Parks Curran	Randy Goruk
Terry Meier	Terry Mocherniak
Doug Reitmeyer	John Vastyan
Michael Wiggins	

ADVERTISING & SPONSORSHIP INFORMATION

David Corson
 678-765-6550 • davidc@fc-mag.com

All you need is ...

How and why you should build out your federal circle of influence now

I first strapped on a tool belt in 1973 after serving three years in the U.S. Army during the Vietnam War. At 24, with a beautiful wife and child, there was much to learn about business and construction. My initial efforts were not well received by the local community, so I started going after federal contracts where the federal procurement regulations leveled the playing field.

In today's economy, survival is at the top of the list of every construction business. With private and commercial construction spending down, you may find it harder to be profitable.

At the same time, federal construction spending is at an all time high. With less than 2.5 percent of the contractors registered to bid on federal work, many who have added Uncle Sam as a client, have stabilized or increased their revenues and profits.

Contractors, builders and subcontractors that want to increase their business can start by focusing on building out their federal circle of influence.

Building out a circle of influence is a relationship building process that requires a certain skill set. It can be perfected by studying the work of experts in the field of neurolinguistic programming, what some call, NLP. Two good places to start are works by Nicholas Boothman ("How to Make People Like You in 90 seconds or Less") and Dale Carnegie ("How To Win Friends and Influence People").

After you feel comfortable with their ideas, start with a list of 10 federal agencies (there are more 200) that have offices

close to your business. Start calling and visiting with as many of their representatives as possible, focusing on those with agency procurement responsibilities.

Make it a habit to stay in touch with them at least every few months or so. Over time, ask them to tell you about mistakes, concerns or other items that current vendors are not covering. See what they want.

Ask how you might assist with their procurement specification detailing. It's alright to take the smallest need and satisfy them beyond the agency's expectation. This could lead to additional opportunities.

building and call them. You most likely will find the local Job Corps Centers, IRS, Veterans Facilities, DOE, DOD, BLM, FEMA, DOI, etc.

Once you have contacts with agency procurement officials, you can find other companies that are doing business with their office. I've received contracts with incumbents by simply asking if they needed help completing their projects.

Look for non-competing businesses that you can team up with. Sometimes, I've been able to get a change order to add other services because it was easier for the agency to do that than to start with a new procurement. The more you learn about their processes, the better you'll be able to serve them.

Having an insider

Having a contact on the inside is an ideal scenario. Consider making friends with people who either work within the agency at other locations or areas within the agency other than procurement.

With a friend on the inside, you can set up a "friends of friends" lunch meeting or ask about a tour of the procurement section. Once you're on the inside, pick up business cards, and get phone numbers and email addresses. Each agency has contracting offices and a Small Disadvantaged Business Utilization (SADBU) officer. Ask them for help as well. Most people will respond positively.

Remember, each of these agencies has construction needs. You just have to figure out what they need from you. ■



Contractors, builders and subcontractors that want to increase their business can start by focusing on building out their federal circle of influence.

How to reach them

Begin with the cold call. Some people think it's impossible to cold call the government. Well, that's good news for you. Their loss is your gain.

Granted, since 9/11 the Feds' security measures have greatly increased, but persistence and having a plan goes a long way toward increasing your government market penetration.

Federal buildings are public buildings. Find which agencies are within a federal

Doug is the creator of the Advanced Federal Construction Training Workshop. Results that his graduates have achieved are posted at www.GCExperts.com/testimonials. Click here to check out the latest. You can reach him at: doug@gcexperts.com.



WORLD CLASS
CENTERS FOR PUBLIC HEALTH

1001 UNIVERSITY AVE

World Class

By Michael Wiggins

Why the MLK Center for Public Health is a model for design-build delivery

While the existing South Health Center located in South-Central Los Angeles had a highly dedicated staff providing vital services to an underserved neighborhood, the facility was badly in need of modernization.

Located adjacent to the Martin Luther King, Jr. Medical Center campus, the Martin Luther King, Jr. Center for Public Health (the replacement for the existing South Health Center) was envisioned as the gateway to the Medical Center campus. Furthermore, the Center, which opened in August 2011, is the initial step in a major revitalization to bring world-class healthcare back to the campus that had been without a local hospital for a number of years.

While the facility's primary mission was to provide community-based healthcare and health education services to community members in the Willowbrook area of Los Angeles, it also was anticipated that the project's construction and Medical Center's ensuing revitalization could provide economic benefits to a local community experiencing unemployment rates much higher than national averages.

The facility's unique requirements included a welcoming community-centric

design, systems to prevent the spread of airborne infectious disease (tuberculosis), security of staff and patients, ability to maintain operational capability through power outages, a mix of clinical and community outreach functions, and support of educational mission.

To meet these objectives, the project's construction included a two-level, 31,000-square-foot medical office building with 12,000 square feet of space for public health programs and services, and an adjacent 76-car parking lot.

To promote community wellness and illness prevention, the Center houses a pharmacy, laboratory, clinical nursing station, and space for public health nurses, public health investigators and administrative offices. It also offers a large community room, a fitness garden, and a community kitchen for educational and community activities.

Funding for the new Center was provided via a \$20 million Federal grant and loan through the Department



Photo by RMA Photography.
The new MLK, Jr. Center for Public Health's architecture features playful geometric forms, a dynamic facade, and extensive use of glass to create a non-intimidating environment that reaches out to the community it serves.

of Housing and Urban Development (HUD). Entitlement to the grant funds was contingent upon the project meeting two critical and challenging milestones: a building dry-in date of January 2011 and a substantial completion date of July 2011.

Before the project began, the County of Los Angeles decided to use a design-build (DB) delivery. The Request for Proposals issued opened with the following statement:

"The county's primary objective in utilizing the Design-Build approach for this

The new Center is the initial step in a major revitalization to bring world-class healthcare back to the campus that had been without a local hospital for a number of years.

with tax dollars. Recognizing that the lowest initial bid on a "design-bid-build" procurement does not always result in the best ultimate value to the taxpayer, the legislature has provided for a "Best Value" selection process for design-build procurements that considers selection criteria in addition to lowest price.

While the Best Value selection process has been used successfully for DB projects, most agencies using this approach know it's not a "magic bullet" for the problems that have plagued design-bid-build. Used effectively, it can provide a mechanism for assembling the right



Photography: Assasi Productions courtesy of TAYLOR

project is to bring the best available design and construction experience and expertise together to collaborate with the county as a team, and to successfully meet the unique challenges presented by this project."

In a traditional "design-bid-build" approach, the agency hires a designer who completes and permits construction documents. The agency bids work and contracts with the lowest bidder; the low bidder constructs the project.

On recent projects, the county has moved away from design-bid-build, also known as "hard bid" procurements, be-

cause of problems inherent in the approach, including adversarial relationships between the agency, contractor and designer.

The county believed that the DB approach could best address the HUD funding imposed schedule challenges and provide a collaborative team atmosphere to address the project's aspirations and functional goals.

Best Value Selection

Public Contract Code in California requires that government agencies utilize a competitive bidding process in awarding contracts for projects constructed

cast of players for a successful project.

DB contractor selection began with a Request for Qualifications solicitation resulting in the selection of three prequalified DB teams. Next, the teams prepared proposals that responded to scoping documents provided by the county. This process required the DB teams to make a significant design effort and provide schematic level drawings, work plans and other information to demonstrate their approach to the scoping criteria.

During the three-month proposal period, the teams met with county staff and user group representatives in "design workshops" to validate the

To get access to both the premiere and current issue please visit: www.federalconstructionmagazine/subscribe

