ASC Region 6 & 7 Competition 2015

# Integrated Project Problem

## Clark Construction Group

2/5/15

**MEMO TO STUDENTS**

For the 2015 ASC Regions 6 & 7 Integrated Project competition, you are taking the role of a pre-qualified Design-Build firm competing for the award of a complex public works project. Clark is acting as Development Manager for the Owner. Your task is to respond to the to the Design-Build portion of the RFP, the same one provided to you today, so that Clark can evaluate your proposal for consideration of award.

The RFP and associated documents provided by the Owner contain the Owner’s schedule, minimum project design requirements, and certain limitations. All of these aspects of the project must be addressed in your written proposal that is due at 11:45 PM tonight.

For this competition, Clark is in the role of Development Manager who is managing the project for the Owner. Your role is that of a design-build team competing for the D-B contract.

Do not respond to portions of the RFP that refer to the developer entity. Focus on the design, permitting, construction and commissioning activities. Consider how your proposal will form a complete, winning response to the Owner's RFP.

Definitely do coordinate all aspects of your proposal together. If you propose an enhanced element, be sure your proposal considers all effects of that choice, such as on budget, schedule and future maintenance.

As background, note that this is a “bridging” design-build project, and you will be given a design concept to start working from. Working from that conceptual design, and understanding the design criteria from the RFP, you have the opportunity to creatively propose your own solutions to various elements such as the parking configuration, the interior tenant design, the structural strengthening, the exit stair towers, the historic restoration, and other design elements. There is flexibility in the design, provided you respect the needs of the owner and can show purpose and benefit for the decisions you make. There are a few absolute Owner requirements to keep an eye on, so read the RFP carefully.

The flash drive contains the entire Problem Statement for the competition.

Initially you should get familiar with the project, determine what deliverables must be in the written proposal, and organize your team to accomplish that. At 7:45 AM today in this meeting room (Southern Pacific E&F) we will meet to conduct a pre-proposal question and answer session regarding the RFP. All teams are welcomed to send one or more representatives. The session is highly recommended, but it is not mandatory.

Clark will be circulating around your working rooms today to check progress.

Because this is a student competition, yet we are using an actual project as the basis, there will be aspects of the RFP documents that are not feasible to accomplish today. If you have any questions about this, please ask us immediately and we will clarify the important components of your written proposal.

**PROJECT BUDGET**

Although it is not stated in the RFP, the owner has made it known that their maximum budget for this project is $165 million, based on public funds and bond sales. Included in the RFP documents is a template budget form with some numbers already filled-in. The total cost for all portions of this form, when fully filled-out, cannot exceed $165 million.

**ALTERNATE DESIGN**

Other than the general diversity of options for how the project requirements can be fulfilled through the final design strategy, the Owner is specifically interested in the possibilities for alternate configurations in the parking structure. Please propose your ideas as alternates, separate from the base proposal, which should be based on the configuration shown in the RFP.

**COMPETITION SCHEDULE**

**Thursday 2/5/12**

6:15 AM Problem Statement distributed by Clark in **Southern Pacific E-F** Room

7:45 AM All teams meet in **Southern Pacific E-F** Room for group Q&A

8:30 AM - 9:50 AM All teams send an appropriate representative to each Co-opetition Session in **Southern Pacific E-F** Room:

8:30 AM - 8:50 AM Co-opetition Session #1: Schedule

9:00 AM - 9:20 AM Co-opetition Session #2: Cost Estimate

9:30 AM - 9:50 AM Co-opetition Session #3: Historic Elements

11:45 PM All teams hand-in Written Proposals in **Southern Pacific E-F** Room

**Friday 2/6/12**

7:45 AM Oral Interview materials (if any) due in **Southern Pacific E-F** Room

7:50 AM Judges announce time slots for Oral Interviews

8:00 AM First Oral Interview begins in **Southern Pacific E-F** Room

6:00 PM Clark’s problem solution presented in **Southern Pacific E-F** room

**Saturday 2/7/12**

8:00 AM Job fair begins

12:15 PM Awards Ceremony in **Ponderosa Room**

**THE CO-OPETITION**

In order to gain the full benefit of the knowledge and skills of the competing teams, the project proposal period will incorporate three sessions of "Co-opetition". In these meetings, all competing teams will strategize together with Clark to brainstorm the key issues facing the project. The intent is for the overall strategic issues to be debated and broad parameters established. From this starting point then, each team will make its own competitive and confidential decisions as to how to complete the detail, choose the options, and generally produce a unique approach to the problems that still respects the underlying parameters as determined in the co-opetition sessions.

Three sessions are currently planned, and this is subject to change: Scheduling & Phasing, Cost Estimating, and Historic Restoration and Preservation. Each team is to send one or more representatives to each of these sessions so as to participate actively and assist the entire group to better understand the problems and what strategic approaches may or may not be feasible. Clark reserves the right to call additional co-opetition sessions during the day.

Participation in the co-opetition sessions will be scored by the judges.

**THE WRITTEN PROPOSAL**

You represent a pre-qualified design-build firm. Your response to the RFQ was accepted and you are now qualified to respond to the RFP. Numerous Owner requirements and goals for this project are listed in the RFP. You must now evaluate all the conditions, constraints, requirements and desires of the Owner and develop a practical, coordinated proposal for satisfying them. In your Written Proposal (due at 11:45 tonight) you should succinctly demonstrate how you have addressed these requirements and goals.

Do not respond to those portions of the RFP that apply strictly to the development entity.

The content of your Written Proposal must be internally coordinated so that all parts support each other. For example, your budget must support the statements you make regarding staffing, design, schedule, sustainability and enhancements. You can expect the judges to question this area closely. Look for inconsistencies across and between all sections and resolve them prior to submission.

Focus your Written Proposal on a simple yet professional appearance, in terms of neat work, proper grammar and spelling, logical organization and consistent appearance of aspects such as font. Make it easy for the judges to find what they are looking for in your proposal. The content must be clearly and concisely communicative of your ideas and intent. Don’t make it hard for the judges to figure out what you are saying. Don’t leave the judges guessing as to your plans, or worse, leave the impression that you have no plan to address some particular important point mentioned in the RFP.

Please provide your Written Proposal in 8-1/2 x 11 format (or folded to that) with a binder clip or similar. No actual binders please. We would appreciate four copies. 11:45 PM tonight is the deadline for submission, in this meeting room (Southern Pacific E&F).

Remember, your Written Proposal is an actual business proposal to Clark, the Development Manager, showing how you will meet the needs and desires of the Owner as represented in the RFP. Please do not add superfluous materials that do not directly support the key elements of response. There is no need to include any of the marketing or qualifying materials one might include in an RFQ response - you have already passed that point. Please do not include any “boilerplate” materials pre-prepared by your team back at school, such as safety plans or QC programs. All materials in your Written Proposal should be original content developed at this competition in response to the Problem Statement. Trust me, we can tell.

The Written Proposals will be scored by Clark judges in advance of the Oral Interviews on Friday, and must stand alone as a complete written solution to the competition problem. You will NOT be judged on the aesthetic qualities of your design approach for any areas of the building, as this is a Construction Management competition. You WILL be judged on your decisions of how to approach the design, such as with more site coverage with lower buildings vs. less site coverage and taller buildings. In this example the judging will not favor one design approach over the other, but we WILL be looking to see if all aspects of your Written Proposal are coordinated with your own design approach and the RFP requirements.

**THE ORAL INTERVIEW**

In the Oral Interview portion of the competition on Friday, your team will continue in your role as a proposing design-build firm, attending an interview meeting with Clark, the Development Manager, for the purpose of reviewing and clarifying your proposal. The focus will be on communication and your ability to convince the Judges that your team understood the needs and desires of the Owner as expressed in the RFP, as well as the constraints and opportunities present, and that you have a proposal to competently deal with them. In addition, you should expect pointed questioning relative to your proposed solutions.

We will all meet Friday morning in this room (Southern Pacific E&F) at 7:45 AM. At this meeting Clark will announce the time slots for the Oral Interviews. The first time slot will begin at 8:00 AM. That means the team that is chosen as first-up will have only a few minutes before they must present at 8:00 AM. Teams will not know the order of interviews before that meeting, so all teams should come to this meeting prepared to present first.

As with the Written Proposal, the focus of the Oral Interview should be on content not form, but your team members should maintain a professional demeanor. The judges will expect to see substantial participation by all team members. Supporting materials such as PowerPoint or charts are not required during your Oral Interview and could even be distracting, but may be employed at your discretion if you feel such materials will help you achieve your goals. Clark will make a digital projector available for your use if desired. As for content however, Written Proposals must stand on their own, as delivered to the judges the night before. For this reason, no supplemental or revised Proposal sections will be accepted by the judges on Friday. Any supporting materials your team intends to use during your Oral Interview, including your own copies of your Written Proposal and any electronic files such as Power Point must be turned-in and held in escrow by the judges at the start of the 7:45 AM meeting. Your materials will then be given to you when your team arrives for its scheduled Oral Interview. No other materials will be allowed to be employed in your interview other than those escrowed materials. The judges will have their copies of your Written Proposal with them for reference.

Your Oral Interview will last a total of 30 minutes, and we expect the format to be approximately as follows:

* Setup and Introductions - 3 minutes
* Presentation - 10 minutes (approximately)
* Question & Answer - 15 minutes (approximately)
* Tear down - 2 minutes

As your Oral Interview begins and your team begins to “present” your proposal, do not attempt to explain your entire proposal – there is not enough time nor the need to do that. Rather, use your brief time to draw the judges to the most important points of your Written Proposal, and how it works to respond optimally to the requirements and desires of the RFP. Do not depend on having the entire 10 minutes uninterrupted either, as it is likely the judges will have questions for you sooner.

In the Oral Interview you will be scored on your timeliness, preparation, organization, professionalism, participation of team members, knowledge of the material, consistency of message, and communication effectiveness. Your Written Proposal will have already been scored for content.

Clark wishes good luck to all of our teams!