

2024 TECHNICAL ASSISTANCE PROGRAM CORPORATE WEBINAR



HENSEL PHELPS
Plan. Build. Manage.



SUCCESSFUL PROCUREMENT OPPORTUNITIES

PRESENTED BY



Brian Skipper

*Corporate Director of
Project Development*

HOUSEKEEPING



PLEASE KEEP ALL MICS
MUTED THROUGHOUT THE
PRESENTATION



WE ENCOURAGE YOU TO
HAVE YOUR CAMERA ON!



PLEASE SUBMIT ANY
QUESTIONS ALONG THE WAY
IN THE CHAT. THERE WILL BE
A Q&A AT THE END OF THE
PRESENTATION

TODAY'S TOPICS

- Market Analysis & Setting Goals
- Understanding Your Support
- Making the Connection to Business Development
- Procuring Work: Understanding Your Approach
- Connecting with Hensel Phelps
- Q & A



MARKET ANALYSIS AND SETTING GOALS



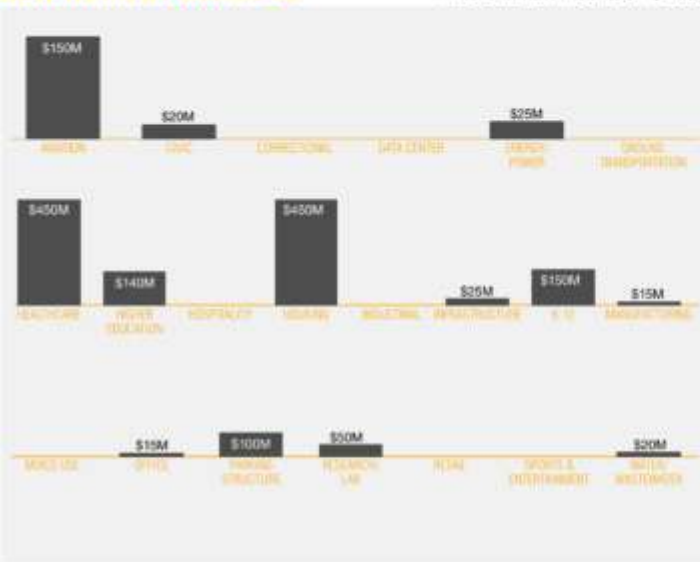
2024 TECHNICAL
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MARKET ANALYSIS & SETTING GOALS

PROCUREMENT PLAN FOR 2024

NEW WORK BY MARKETS

PROCUREMENT GOAL OF \$1.6B



SOUTHERN CALIFORNIA REGION 2024

2024 TOP 10 TIER 1 OPPORTUNITIES

PROJECT PLAN (Y/N)	VALUE	CLIENT	NAME OF OPPORTUNITY	LOCATION (CITY/ STATE)	VERTICAL MARKET
YES	\$300,000,000	LOS ANGELES WORLD AIRPORTS	LAXA TERMINAL 9	LOS ANGELES	AIRPORT
NO	\$170,000,000	UNIVERSITY OF CALIFORNIA SAN DIEGO	ROCKWELL HILLTOP MEDICAL CENTER	SAN DIEGO	HEALTHCARE
YES	\$170,000,000	UNIVERSITY OF CALIFORNIA SAN DIEGO	UCSD-NORTH SOUTH	SAN DIEGO	HOUSING
NO	\$70,000,000	UNIVERSITY OF CALIFORNIA SANTA BARBARA	UCSB SAN DIEGO STUDENT HOUSING	SANTA BARBARA	HOUSING
YES	\$200,000,000	DEPARTMENT OF GENERAL SERVICES	LOS BORN HALL REPAIRING STRUCTURE	LOS ANGELES	PARANAL STRUCTURE
NO	\$100,000,000	DEPARTMENT OF GENERAL SERVICES	LOS COSTA MESA SOUTHERN REGION EDC	COSTA MESA	OFFICE
YES	\$80,000,000	UNIVERSITY OF CALIFORNIA RIVERSIDE	NEW BASES CLEMI TECH RESEARCH PARK	RIVERSIDE	RESEARCH/DEV
NO	\$200,000,000	CALIFORNIA STATE UNIVERSITY PLONG BEACH	CSU LONG BEACH UNIVERSITY STUDENT UNION RENOVATION	LONG BEACH	HIGHER EDUCATION
NO	\$100,000,000	NAVAFAC SOUTHWEST	NAVAFAC SOUTHWEST AMBULATORY CARE CENTER	SAN DIEGO	HEALTHCARE
YES	\$70,000,000	LOS ANGELES UNIFIED SCHOOL DISTRICT	LAKES GARFIELD HIGH SCHOOL	LOS ANGELES	K-12

GROWTH SECTORS



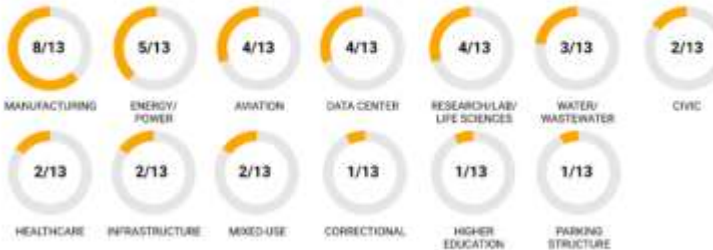
MARKET ANALYSIS & SETTING GOALS

COMPANY-WIDE PROCUREMENT PLAN FOR 2024

CORPORATE NEW WORK BY MARKETS



COMMON CORPORATE GROWTH SECTORS

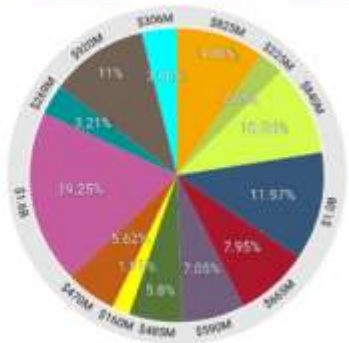


HENSEL PHELPS 2024

COMPANY NEW WORK
PROCUREMENT GOAL

TOTAL NEW WORK
PROCUREMENT GOAL
FOR 2024:

\$8.37 BILLION

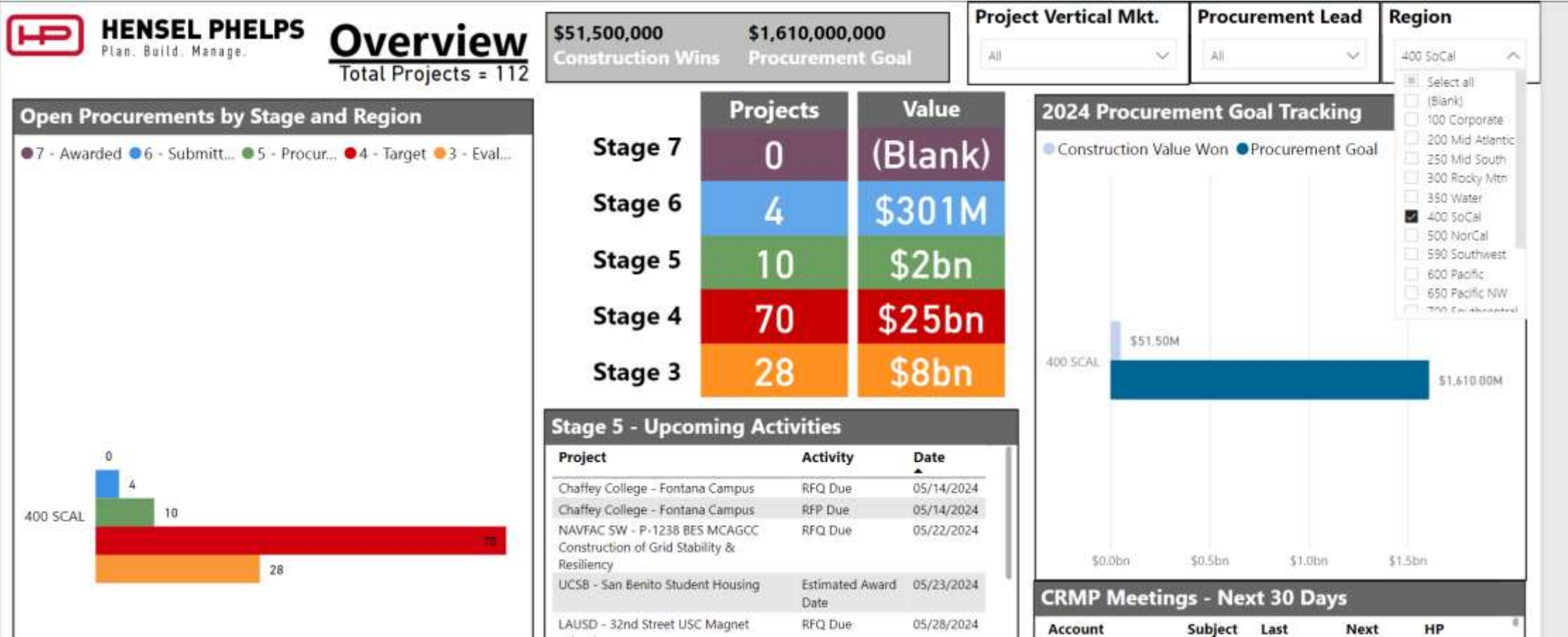


MID ATLANTIC SOUTHEAST MID SOUTH SOUTHWEST ROCKY MOUNTAIN
SOUTH CENTRAL PACIFIC PNW INDICAL SOCAL SERVICES MCIIS WATER

NATIONWIDE CLIENT INITIATIVES



MARKET ANALYSIS & SETTING GOALS



Open Procurements by Stage and Region

7 - Awarded

6 - Submitt...

5 - Procur...

4 - Target

3 - Eval...

400 SCAL

0

4

10

70

28

Projects

Value

Stage 7

0

(Blank)

Stage 6

4

\$301M

Stage 5

10

\$2bn

Stage 4

70

\$25bn

Stage 3

28

\$8bn

Stage 5 - Upcoming Activities

Project	Activity	Date
Chaffey College - Fontana Campus	RFQ Due	05/14/2024
Chaffey College - Fontana Campus	RFP Due	05/14/2024
NAVFAC SW - P-1238 BES MCAGCC	RFQ Due	05/22/2024
Construction of Grid Stability & Resiliency		
UCSB - San Benito Student Housing	Estimated Award Date	05/23/2024
LAUSD - 32nd Street USC Magnet	RFQ Due	05/28/2024

2024 Procurement Goal Tracking

Construction Value Won

Procurement Goal

400 SCAL

\$51.50M

\$1,610.00M

CRMP Meetings - Next 30 Days

Account	Subject	Last	Next	HP
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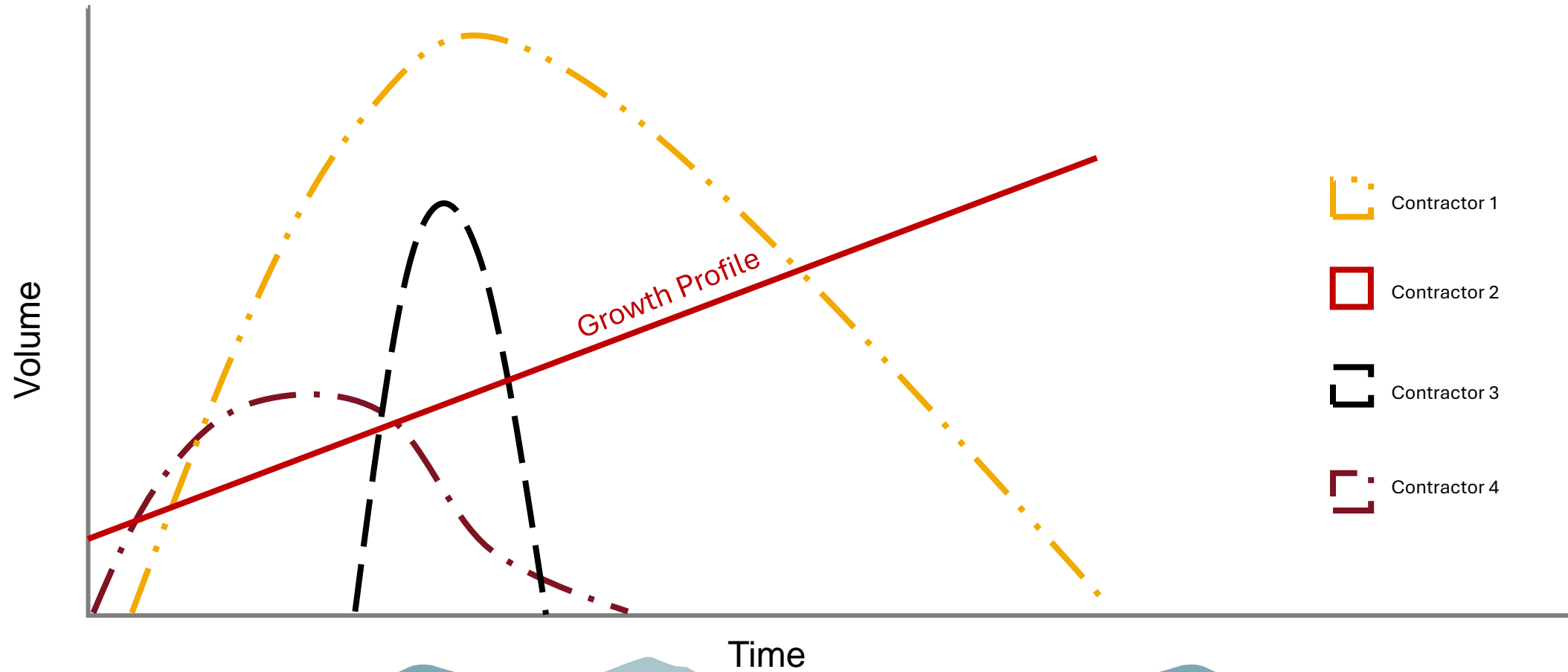
SUPPLIER
DIVERSITY



HENSEL PHELPS
Plan. Build. Manage.

REALISTIC GROWTH

General Outreach and Implementation Plan





UNDERSTANDING YOUR SUPPORT

Success through Relationships



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THE TENANTS OF SUCCESS

Establish personal connections

Pursuit of work within firm's capabilities

Differentiation of proper certifications

Realistic goals for growth

Experienced and consistent personnel

A pre-plan for the work

SUPPORTING PLAYERS

Develop relationships with these parties for purposes of bonding, working capital and competitive pricing:

- Insurance Agent
- Surety Bond Producer / Surety
- Banker
- Attorney
- CPA
- Suppliers / Vendors

HEAD START BONDING PROGRAM

In association with an A++ surety provider, Hensel Phelps can provide construction-related bonds to small businesses.

- 92% of applications receive bonding
- Bonds secured below market rates
- Over \$160 million in secured bonds issued for Hensel Phelps subcontractors
- No bond failures



MAKING THE CONNECTION TO BUSINESS DEVELOPMENT



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THE RULE OF 7

THE RULE OF 7 STATES THAT A PROSPECTIVE CUSTOMER NEEDS TO VIEW YOUR MARKETING MESSAGE AT LEAST SEVEN TIMES BEFORE NOTICING AND TAKING THE DESIRED ACTION.

TRACKING LEADS

SAM.gov (www.sam.gov)

National Organizations

Local Municipalities / Organizations

Publications

Industry Events

INDUSTRY EVENTS

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BISNOW
(ALMOST) NEVER BORING

www.bisnow.com



www.abcmetrowashington.org



www.wbcnet.org



www.naiop.org



www.agcdc.org



INDUSTRY EVENTS | VERTICAL MARKETS

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www.ashe.org



www.same.org

**National Small Business conference*



www.ispe.org



www.amac-org.com

**Airport Business Diversity Conference*



INDUSTRY ORGANIZATIONS

How to Market Yourself

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TRUE PARTNERSHIPS
**BUILD
LANDMARK
PROJECTS**

WWW.HENSELPHELPS.COM

NIH SURGERY, RADIOLOGY AND LABORATORY MEDICINE BUILDING

629,440 SF 6 \$710M BETHESDA, MD NATIONAL INSTITUTES OF HEALTH

Located on the NIH campus in Bethesda, Maryland, the design-build Surgery, Radiology and Laboratory Medicine (SRLM) Building project is the Mid Atlantic District's third NIH project win as it continues to build its portfolio with the NIH under a previously awarded Multiple Award Construction Contract.

The contract includes preconstruction and the construction of a new 630,000 SF state-of-the-art medical office building. The new building consists of nine floors above grade (including interstitial floors) and two floors below grade. Below-grade floors include program area and necessary space for building infrastructure. The new construction is directly linked to the west lab wing of the existing Clinical Research Center, which includes an additional 82,150 SF of renovation. The project scope also includes the relocation of a portion of an existing campus utility tunnel, reconstruction of a displaced children's playground and connection to a new pedestrian tunnel that connects to a Patient Parking Garage.



KAISER PERMANENTE SPRINGFIELD REPLACEMENT MEDICAL OFFICE BUILDING

99,250 SF 6 \$54M SPRINGFIELD, VA KAISER PERMANENTE

The design-assist replacement MOB project included extensive preconstruction services and the demolition of an existing building prior to construction of the new facility in its place. This site is located adjacent to the existing and operational Kaiser Permanente MOB, requiring Hensel Phelps to take special care during construction of the new building. Being only yards away from the operational Kaiser Permanente facility required communication with the building manager to coordinate parking, protect the existing building and to control dust during demolition.

The replacement MOB was created from Kaiser Permanente's Center of Excellence program template and includes 59 provider offices,

92 exam rooms including optometry and ophthalmology, imaging, blood draw, a pharmacy, optometry and ophthalmology, vision essentials, physical therapy, specialty clinics for primary care, pediatrics, OB/Gyn, dermatology, orthopedics and podiatry. The templated approach allows Kaiser Permanente to create a familiar and consistent facility for their clients across all of their buildings.

This facility is designed and constructed for LEED Gold certification. Sustainable features include added water meters for additional metering point and improved health and wellness areas. The functional plaza area is designed to encourage people to walk around and features an outdoor space that includes seating to facilitate outdoor physical therapy sessions and use by the public.



MARKETING YOUR COMPANY

INDUSTRY ORGANIZATIONS

- Join a committee
- Become a board member
- Submit a presentation for a local or national conference



Associated Builders and Contractors Legislative Committee



Women in Construction Conference

MARKETING YOUR COMPANY

Capabilities Statement

- Organize so that the things we are looking for are most obvious
 - Put your certifications front and center!
 - Core competencies second
- Clearly highlight your trade
- Highlight Successful Past Performances
- Add photos for visual appeal



HOW DO I CREATE ALL THIS?



Microsoft Publisher



Microsoft Suite



Canva



Adobe Creative Cloud



PROCURING WORK

UNDERSTANDING YOUR APPROACH



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PROCUREMENT METHODS

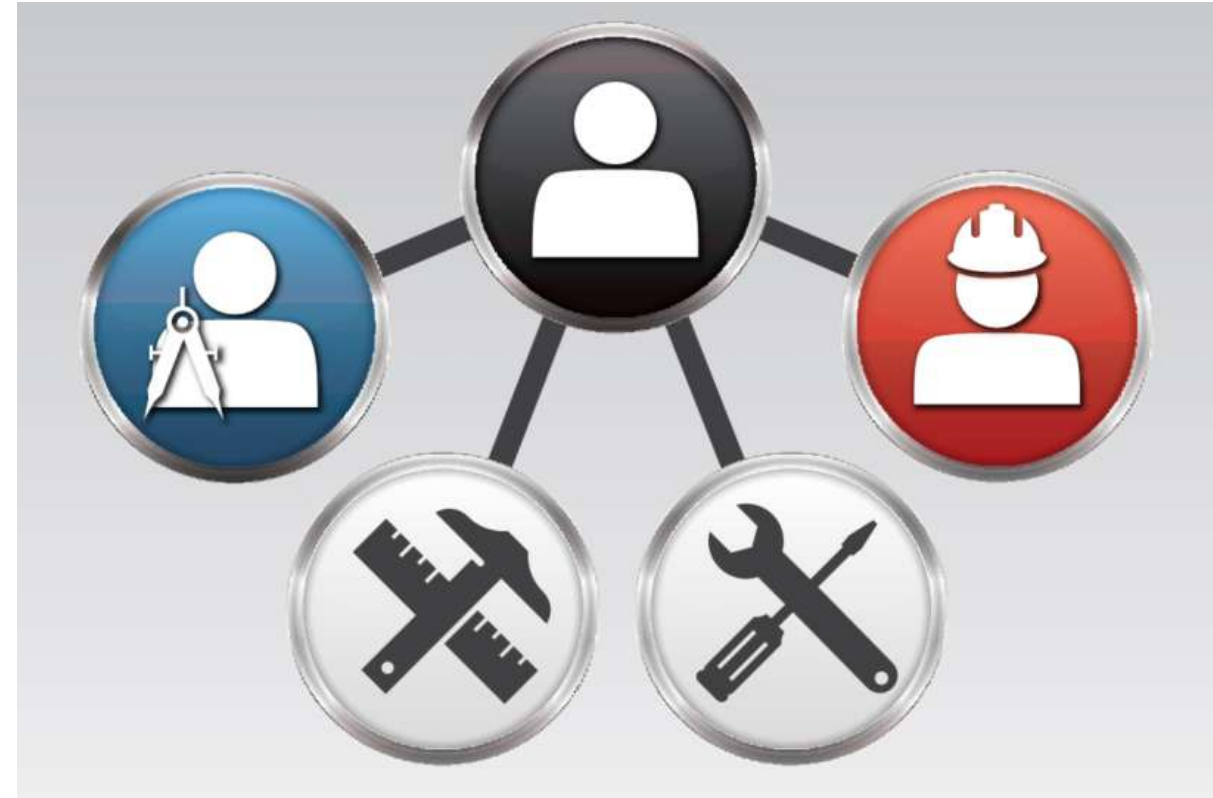
Design-Bid-Build (*Traditional/Hard Bid*)

Design-Build (*D-B*)

CM at Risk (*CM@R/CMAR*)

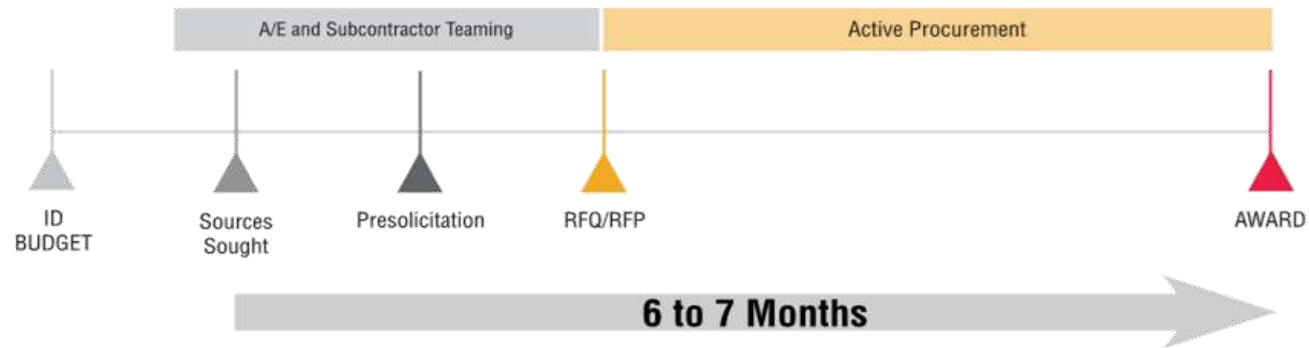
Public-Private Partnership (*P3*)

Integrated Project Delivery (*IPD*)



PROCUREMENT TIMELINE

Public Projects



Private Projects



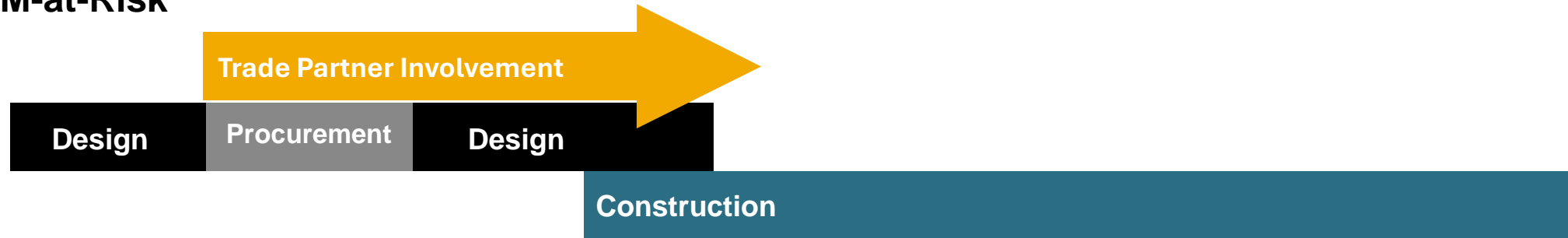
SCHEDULE/TIMING

Design | Construction

Design-Bid-Build



CM-at-Risk



Design-Build



SCHEDULING / TIMING

Bidding | Purchasing

FACTORS:

- Bidding schedules based on procurement method and project details
- Owner changes, amendments, or finances can impact bid dates

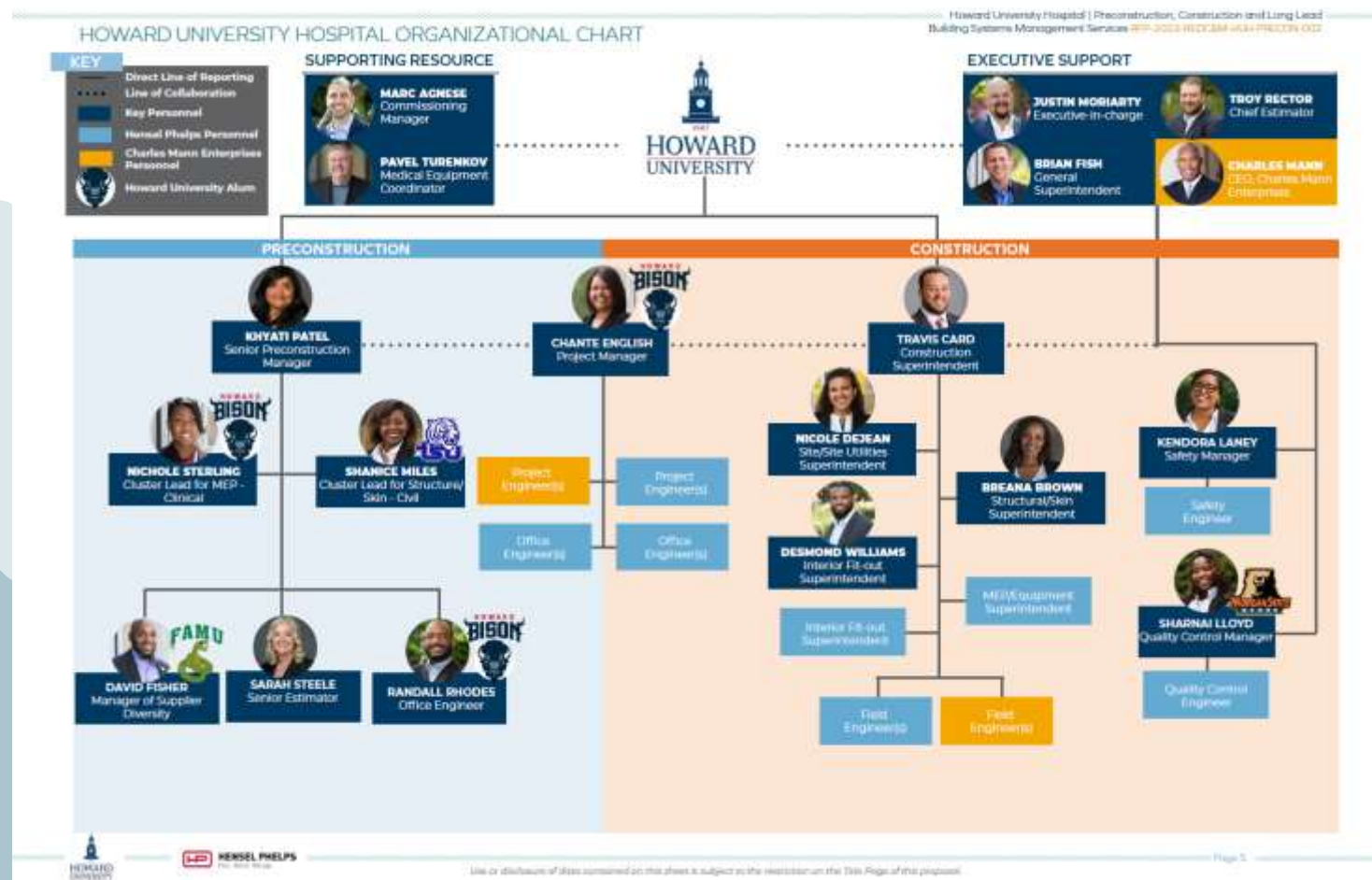


SUBMITTING YOUR PROPOSAL: GO / NO GO

KEY FACTORS:

- ✓ Availability of Staff
- ✓ Location of Project
- ✓ Timing
 - Procurement and Construction Start
 - Project Duration
- ✓ Owner/Client Relationship
 - New vs. Repeat Client
- ✓ Contract Reviewed
- ✓ Shiny Object vs. Targeted Opportunity

SUBMITTING YOUR PROPOSAL: KEEP THE CLIENT IN MIND



SUBMITTING YOUR PROPOSAL: FOLLOW-UP & DEBRIEF

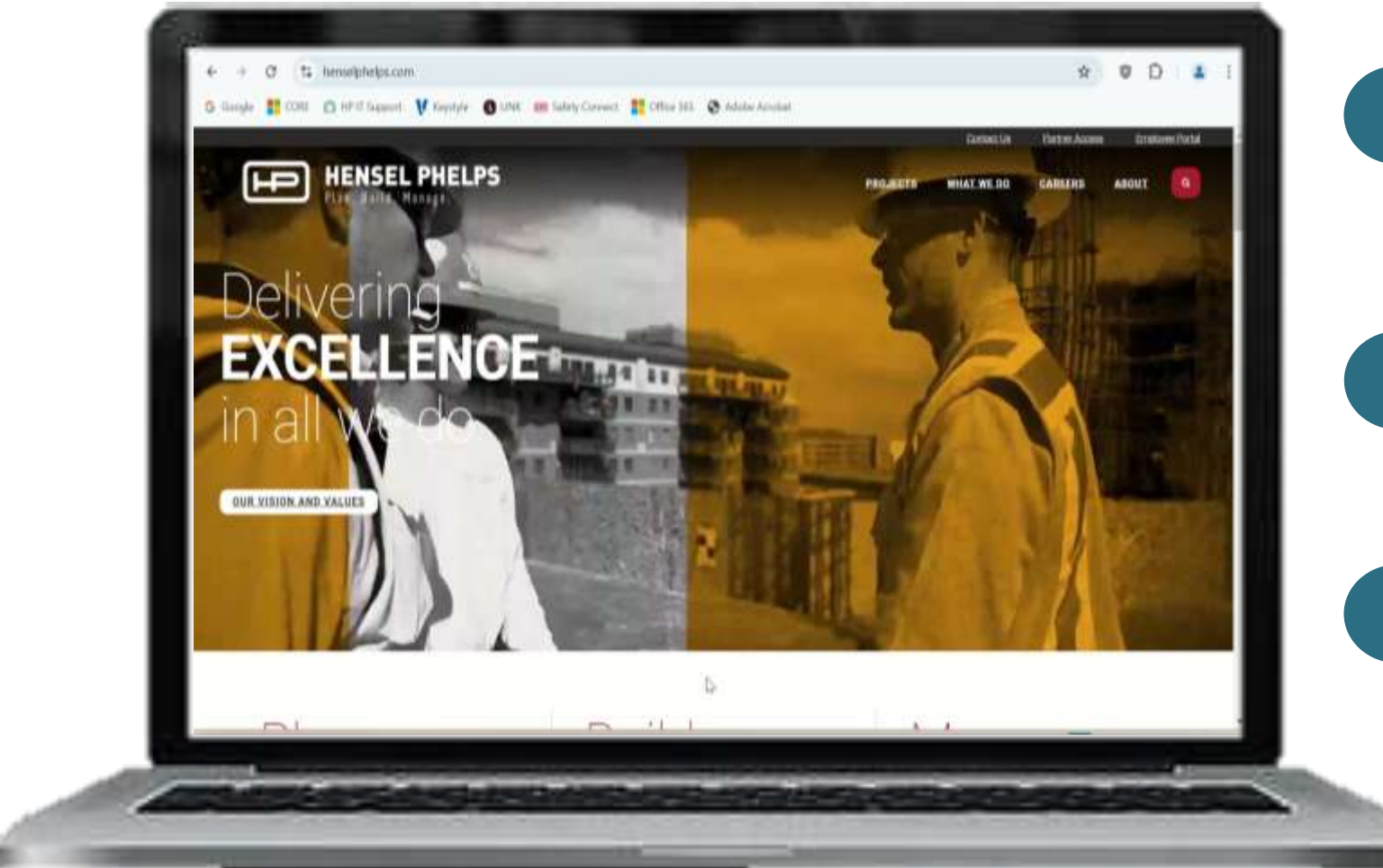
Eastern Bus Division Redevelopment Project – Construction Management Consulting Services

RFP Number: T-1547-0150

Hensel Phelps Post Award Questions for Debrief

1. Please confirm how many total bidders provided a response to the RFP? Can you provide the names of the firms?
2. Who was selected to be the CM for this project?
3. The RFP indicates technical factors will receive greater weight than financial factors, please provide the overall scoring formula used for this project.
4. Please provide the final scoring of our Technical Proposal for each of the four primary components:
 - a. Experience and Qualifications of Proposed Staff (40%)
 - b. Offeror Qualifications and Capabilities, including proposed subcontractors (25%)
 - c. Offeror's Technical Response to Requirements and Work Plan (25%)
 - d. Economic Benefits to State of Maryland (10%)
5. Please provide the strengths and weaknesses identified in each of the technical proposal categories above.
6. Please provide the final scoring of the Technical Proposal for the awarded firm for each of the categories above.
7. Where did our Technical Proposal score rank amongst the other offerors?
8. Was the Oral Presentation scored as part of the technical evaluation? If so, can you provide our score, the score of the awarded firm and the rank of our score compared to the other presenters?
9. Please provide the final scoring and rank of our Financial Proposal.
10. Can you provide the range of the financial proposals received?
 - a. Can you provide the range of Pre-Construction Services proposal line item received?
 - b. Can you provide the range of General Conditions Fees for Construction Services proposal line item received?
 - c. Can you provide the range of Construction Services Profit proposal line item received?
11. Please outline any additional significant strengths identified in our proposal.
12. Please outline the additional strengths of our proposal.
13. Please outline the additional weaknesses of our proposal.
14. Please outline any additional significant weaknesses identified in our proposal.
15. Were any deficiencies identified in our proposal? If so, please elaborate.
16. Were the Betterments listed in our Technical Proposal seen and evaluated to be betterments to the project?
17. Specifically, was our plan to provide Stantec consulting services to our scope of services viewed as a betterment to the project?
18. Can you provide any feedback on the End of Contract Transition plan discussed in our proposal? Did our proposed plan provide an adequate response to stated requirement?
19. Can you provide a forecast of upcoming construction opportunities in the next 12/24 months?

FIND CURRENT OPPORTUNITIES



- 1 Go to www.henselphelps.com, scroll to the **About** menu on the top right of the page and click on **Trade Partners**.
- 2 Scroll down to the map. Scroll over the map to highlight and select the region you'd like to view.
- 3 Scroll down to **Opportunities** and click on the **yellow** arrow to get to the **Bid Opportunities** page.



Q&A



Brian Skipper

*Corporate Director of
Project Development*



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THANK YOU