



Better Projects, Together.

2023 New Online Course

DEEP DIVE: The Meaning and Application of *Best Value* for Collaborative Delivery Procurements

Join the WCDA for an advanced DEEP DIVE into what is really meant by *best value* when procuring CMAR, progressive design-build, and fixed-price design-build projects.

Who Should Attend? Leaders, engineering, and O&M staff of public W/WW facilities who have a preexisting understanding of collaborative delivery concepts and who are looking to gain *advanced* insight into the meaning of best value. Practitioners are welcome, too!

ONE SESSION — TWO DATES AVAILABLE: Tuesday, February 28, 2023 OR Tuesday, March 7, 2023

SIX CONCEPTS THAT SUPPORT A BEST-VALUE SELECTION

Best-value procurements are an industry best practice, but the details on how to effectively blend technical and price/fee criteria are often vague, especially for owners who are new to collaborative delivery. This DEEP DIVE focuses on the following six concepts that support a best-value selection process and methodology:

1 The “Deal of the Day”

How to structure fee and price proposals to avoid proposers discounting one aspect of the work while potentially making up the difference later for scope that is either underemphasized or not scored in the procurement process.

2 The “Yeah, Right!” Reaction

Assuming best value is genuinely the objective, owners can provide specific evaluation criteria that is directed at dissuading potential proposers from saying, “Yeah, right! This will be a price-only selection.”

3 The “Box Canyon”

In old western movies, the bandits never wanted to get caught in a box canyon from which there was no escape. Owners also need to avoid a scenario where technical criteria is weighted so highly that it overwhelms the pricing component, potentially leading to selection of an unacceptably high price.

4 The “AssUME-ptions”

Misunderstandings can arise when owners leave key items vague or subject to negotiation (or assumptions) when the owner’s leverage is limited. It is in everyone’s interest to get better definition of terms early.

5 The “Layer Cake”

Nearly every collaborative delivery project will have a second tier of subcontractors and/or subconsultants, who may in turn have their own additional tiers of firms they’ll call upon. Owners should determine in advance how second- (or third-) tier subcontractor/subconsultant costs and fees will be identified, negotiated, and approved.

6 The “Competitive Race”

Owners can often put themselves at a disadvantage by not making their selection process competitive enough. Adding competitive tension to the selection process will help an owner feel confident in the proposer’s ability to successfully complete the project.

COST

\$200 per person

INSTRUCTOR

Leofwin Clark

WCDA Education Director

REGISTER HERE

TIME: 11:00 AM to 2:00 PM MST

(10:00 AM PST, Noon CST, 1:00 PM EST)

Session will be conducted via Microsoft Teams.

FOR MORE INFORMATION: Robert Golden, CAE, RCE

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