



Responding a Sources Sought or Request for Information Notices

What's in your response?

Jody King, Assistant Director, Alaska APEX Accelerator
February 18, 2025

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Discussion Topics

- ❖ Purpose of notices – why are they used
- ❖ Sources Sought Notice (SSN) vs. Request For Information (RFI)
- ❖ Agency mandates to conduct Market Research
 - FAR definitions and requirements
 - Socio-economic Drivers
- ❖ Contract Opportunities – current Sources Sought notices
- ❖ Why Should you respond?
- ❖ What information to provide
- ❖ Common errors & omissions
- ❖ What should the agency take away from your response



Purpose:

- ❖ Improve small business access to acquisition information
- ❖ Enhance competition
- ❖ Complete market research requirements

To determine:

- What is Industry doing? Agencies want to discover:
 - ✓ Industry trends & innovations
 - ✓ Current, updated or new product options
 - ✓ Process improvements
 - ✓ How is the activity handled in a commercial setting
- Contractor data:
 - ✓ Interest level, capacity, capability, experience & availability
 - ✓ Business socioeconomic & size designations
 - ✓ Does the contractor have potential solutions to agency needs



Sources Sought Notice (SSN)

Helps identify potentially capable small businesses that could perform the requirements of a planned procurement activity.

Strategic Market Research

Request for Information (RFI)

Gathers information about whether or not there is a solution to a problem. Provides an opportunity for industry to enter into discussion of commercial practices

Tactical Market Research

VS



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Market Research

Market research is conducted to determine the availability of commercial products and services and to identify and evaluate market practices. It's a continuous process of finding viable sources of goods and services to meet government requirements. Market research is mandated for all acquisition programs.



FAR Part 15 – Contracting by Negotiation

Subpart 15.2 - Solicitation and Receipt of Proposals and Information

15.201 Exchanges with industry before receipt of proposals.

(a) Exchanges of information among all interested parties, from the earliest identification of a requirement through receipt of proposals, are encouraged. Any exchange of information must be consistent with procurement integrity requirements (see 3.104). Interested parties include potential offerors, end users, Government acquisition and supporting personnel, and others involved in the conduct or outcome of the acquisition.

(b) The purpose of exchanging information is to improve the understanding of Government requirements and industry capabilities, thereby allowing potential offerors to judge whether or how they can satisfy the Government's requirements, and enhancing the Government's ability to obtain quality supplies and services, including construction, at reasonable prices, and increase efficiency in proposal preparation, proposal evaluation, negotiation, and contract award.

...(c) – (d) ...

(e) RFIs may be used when the Government does not presently intend to award a contract, but wants to obtain price, delivery, other market information, or capabilities for planning purposes. Responses to these notices are not offers and cannot be accepted by the Government to form a binding contract. There is no required format for RFIs.

(f) ...

<https://www.acquisition.gov/far/subpart-15.2>



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FAR: Requesting Information

52.215-3 Request for Information or Solicitation for Planning Purposes.

FAR Part 52 – Solicitation Provisions and Contract Clauses

As prescribed in 15.209(c), insert the following provision:

REQUEST FOR INFORMATION OR SOLICITATION FOR PLANNING PURPOSES (OCT 1997)

(a) The Government does not intend to award a contract on the basis of this solicitation or to otherwise pay for the information solicited except as an allowable cost under other contracts as provided in subsection 31.205-18, Bid and proposal costs, of the Federal Acquisition Regulation.

(b) Although "proposal" and "offeror" are used in this Request for Information, your response will be treated as information only. It shall not be used as a proposal.

(c) This solicitation is issued for the purpose of: _____ [state purpose].

(End of provision)



FAR Part 19 – Small Business Programs

19.202-2 Locating small business sources.

The contracting officer shall, to the extent practicable, encourage maximum participation by small business, veteran-owned small business, service-disabled veteran-owned small business, HUBZone small business, small disadvantaged business, and women-owned small business concerns in acquisitions by taking the following actions:

(a) Before issuing solicitations, make every reasonable effort to find additional small business concerns (see [10.002\(b\)\(2\)](#)). This effort should include contacting the agency small business specialist and SBA PCR (or, if a PCR is not assigned, see [19.402\(a\)](#)).

(b) Publicize solicitations and contract awards through the Governmentwide point of entry (see [subparts 5.2](#) and [5.3](#)).



❖ FAR 19.501(c): “The contracting officer shall review acquisitions to determine if they can be set aside for small business, giving consideration to the recommendations of agency personnel having cognizance of the agency’s small business programs. The contracting officer shall perform market research and document why a small business set-aside is inappropriate and when an acquisition is not set aside for small business.”




❖ Sources Sought Notice is a procurement tool that is used to request vendors to identify themselves if interested in providing a product or service.

❖ It is not a solicitation for work, not is it a request for proposal. [Reference: FAR Subpart 7.3 and OMB Circular A-76]

❖ Provides data to determine the solicitation type:

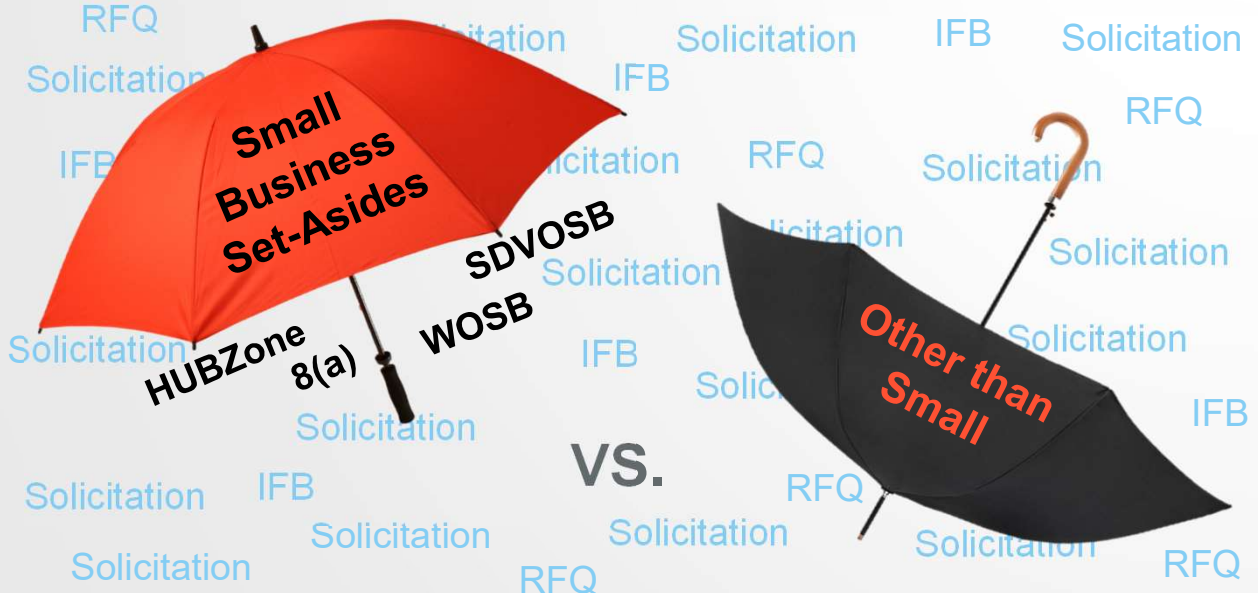
- Allows acquisition staff to identify who’s who in a given market
- Industry availability, capability & interest
- Provides data to determine reasonable expectation of response
- Determines what type of competition, if any:
 - ✓ Set-aside (FAR 19.502-2(b) – Rule of Two)
 - ✓ Full and Open
 - ✓ Sole Source





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Socioeconomic Drivers



Small Business Set-Asides
SDVOSB
WOSB
HUBZone 8(a)


Other than Small

VS.



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Searching for Notices



Search Filters:

- Keywords
- Federal organizations
- Dates
- **Notice Types**
- Product or Service Information
 - NAICS
 - PSC
- Set Aside
- **Place of Performance**
- Contract Award Details
- Status
 - Active
 - Inactive
- Contract Office Details

Select Domain Contract Opportunities

Filter By

Keyword Search

For more information on how to use our keyword search, visit our help guide

Simple Search
Search Editor

Any Words
 All Words
 Exact Phrase

Federal Organizations

Dates

Notice Type

Notice Type

Sources Sought

Product or Service Information


Set Aside

Place of Performance

Showing 1 - 25 of 28 results
Sort by Updated Date

Brand Name Items_FTWS01 Unaccompanied Enlisted Personnel Housing			
Notice ID: W911KB_FTWS01_JA41 SOURCES SOUGHT: THIS NOTICE IS MARKET RESEARCH TO SUPPORT INCLUSION OF SOLE SOURCE (BRAND NAME) SPECIFICATION IN FTWS01 Unaccompanied E ...			
Department/Ind Agency DEPT OF DEFENSE	Subtier DEPT OF THE ARMY	Office W2SN ENDIST ALASKA	Contract Opportunities Current Response Date February 28, 2025 at 02:00 PM AKST Notice Type Updated Sources Sought Updated Date Feb 14, 2025 (1) Published Date Feb 14, 2025
Brand Name Items_FTWS01 Unaccompanied Enlisted Personnel Housing Notice ID: W911KB_FTWS01_JA37 SOURCES SOUGHT: THIS NOTICE IS MARKET RESEARCH TO SUPPORT INCLUSION OF SOLE SOURCE (BRAND NAME) SPECIFICATION IN FTWS01 Unaccompanied Enlisted Pers ...			
Department/Ind Agency DEPT OF DEFENSE	Subtier DEPT OF THE ARMY	Office W2SN ENDIST ALASKA	Contract Opportunities Current Response Date February 28, 2025 at 02:00 PM AKST Notice Type Updated Sources Sought Updated Date Feb 14, 2025 (1) Published Date Feb 14, 2025
Brand Name Items_FTWS01 Unaccompanied Enlisted Personnel Housing Notice ID: W911KB_FTWS01_JA35 SOURCES SOUGHT: THIS NOTICE IS MARKET RESEARCH TO SUPPORT INCLUSION OF SOLE SOURCE (BRAND NAME) SPECIFICATION IN FTWS01 Unaccompanied Enlisted Pers ...			
Department/Ind Agency DEPT OF DEFENSE	Subtier DEPT OF THE ARMY	Office W2SN ENDIST ALASKA	Contract Opportunities Current Response Date February 28, 2025 at 02:00 PM AKST Notice Type Original Sources Sought Updated Date Feb 14, 2025 Published Date Feb 14, 2025

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Where Government Contracting Starts

Responding to the Notice

Multiple Award Construction Contract (MACC), Joint Base Elmendorf-Richardson (JBER), AK

Notice ID: MACC2026

Sources Sought Request
Multiple Award Construction Contract (MACC)
Joint Base Elmendorf-Richardson (JBER), AK

Department/Ind. Agency: DEPT OF DEFENSE | Subtier: DEPT OF THE AIR FORCE | Office: FA5000 673 CONS LGC

Description
Sources Sought Request
Multiple Award Construction Contract (MACC)
Joint Base Elmendorf-Richardson (JBER), AK

THIS IS A SOURCES SOUGHT REQUEST ONLY; THIS IS NOT A REQUEST FOR PROPOSAL. NO SOLICITATION, SPECIFICATIONS, OR DRAWINGS ARE AVAILABLE AT THIS TIME.

This sources sought request is seeking information from any firms that have an interest in submitting an offer as a Prime Contractor for the Indefinite Delivery/Indefinite Quantity (IDIQ) Multiple Award Construction Contract (MACC) to be performed at Joint Base Elmendorf-Richardson, AK.

Classification
Original Set Aside:
Product Service Code: Z2EZ - REPAIR OR ALTERATION OF OTHER INDUSTRIAL BUILDINGS
NAICS Code:
236220 - Commercial and Institutional Building Construction
Place of Performance:
JBER , AK 99506
USA

Contract Opportunities

Current Response Date: February 21, 2025 at 03:00 PM AKST
Notice Type: Original Sources Sought
Updated Date: Feb 7, 2025
Published Date: Feb 7, 2025

General Information
Contract Opportunity Type: Sources Sought (Original)
Original Published Date: Feb 07, 2025 09:01 am AKST
Original Response Date: Feb 21, 2025 03:00 pm AKST
Inactive Policy: 15 days after response date
Original Inactive Date: Mar 08, 2025
Initiative: None


Attachments/Links

Document	File Size	Access	Updated Date
Sources Sought.pdf	193 KB	Public	Feb 07, 2025

We request that all interested and qualified firms respond to this sources sought request with a capability statement that may include the following information

- Company Information** – Name, business address, point of contact, telephone number, email address, and Unique Entity Identifier (UEI) number or CAGE code.
- Bonding** – Bonding capacity per contract and aggregate dollar amount
- NAICS Code** – Statement of current business size status in relation to NAICS 236220
- Capability** – Statement identifying capability to meet the Government’s requirement and/or if any current partnering/teaming arrangements with other firms exist
- Experience** – Statement identifying number of years of experience and prior experience on projects of a similar size and scope to this requirement, especially those performed in subarctic or other extreme cold weather environments. Please limit responses to recent (within 3 years) and relevant projects and include the following information:
 - Contract number, customer or firm name, or other identifying details of the project
 - Points of Contact for the project including names, telephone numbers, and email addresses
 - City, State (if applicable) and country of performance
 - Type of contract vehicle and Contract Line Item Number (CLIN) structure
 - Brief description of support of the project
 - Percentage of work as a Prime Contractor
- Concerns** – Statement providing feedback regarding major anticipated risk areas for a contract of this type and potential avenues for mitigation

<https://sam.gov/opp/b3d749aa94cd4df580caad35dbb56d37/view>



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Responding to the Notice

Sources Sought - Retreat Support Service for JBER, AK

Notice ID: SourcesSought_673CONSRetreatSupport

This Sources Sought Notice is for informational and planning purposes only and shall NOT be construed as a solicitation, obligation, or commitment

Department/Ind. Agency: DEPT OF DEFENSE | Subtier: DEPT OF THE AIR FORCE | Office: FA5000 673 CONS LGC

General Information
Contract Opportunity Type: Sources Sought (Original)
Original Published Date: Feb 06, 2025 02:12 pm AKST
Original Response Date: Feb 10, 2025 01:00 pm AKST
Inactive Policy: 15 days after response date
Original Inactive Date: Feb 25, 2025
Initiative: None

Attachments/Links

Document	File Size	Access	Updated Date
Statement of Work dated 7 Jan 202	191 KB	Public	Feb 06, 2025

Classification
Original Set Aside:
Product Service Code: V231 - TRANSPORTATION/TRAVEL/RELOCATION-TRAVEL/LODGING/RECRUITMENT: LODGING, HOTEL/MOTEL
NAICS Code:
721110 - Hotels (except Casino Hotels) and Motels
Place of Performance:
AK 99506
USA

Contract Opportunities

Current Response Date: February 10, 2025 at 01:00 PM AKST
Notice Type: Original Sources Sought
Updated Date: Feb 6, 2025
Published Date: Feb 6, 2025

Description
This Sources Sought Notice is for informational and planning purposes only and shall NOT be construed as a solicitation, obligation, or commitment by the Government. The purpose of this notice is to gain knowledge of potential qualified sources and their SBA size classification/socioeconomic status. This information will be used to assist in determining the appropriate acquisition method and set-aside for an upcoming requirement. If a solicitation is issued, it will be announced on the GPE, <https://www.sam.gov>, at a later date.


The Contractor shall provide lodging, conference space, developmental activities, food, eating area with staff to set-up, serve, and clean the area. The space must have the capacity to host up to 40 couples or 30 singles in a relaxed, non-stressful environment. The space must be at least 40 miles from Joint Base Elmendorf-Richardson (JBER), AK and be open during all seasons, year-round. The Contractor shall also have the capability to accept payment via Government Purchase Card (credit card). Attached is the Statement of Work for full requirement details.

Interested contractors may reach out to the below POC with the following:

- Company Name
- Unique Entity ID (UEI)
- SBA size classification and socioeconomic status
- Statement of capability confirming company can fulfill the requirement

Please submit all information to SSgt Tulay Urganci via email tulay.urganci@us.af.mil no later than Monday, February 10, 2025, at 1:00PM Alaska Standard Time (AKST).

<https://sam.gov/opp/12efeea36a1e4c00967b7a6747e7170c/view>



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Responding to the Notice

Level Island Remedial Investigation and Groundwater Monitoring

Notice ID: 697DCK-25-R-00163

The Federal Aviation Administration (FAA) contemplates issuing a Screening Information Request (SIR) for environmental services necessary to perform ...

Department/Ind. Agency TRANSPORTATION, DEPARTMENT OF	Submitter FEDERAL AVIATION ADMINISTRATION	Office 697DCK REGIONAL ACQUISITIONS SVCS
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Contract Opportunities

Current Response Date
February 07, 2025 at 10:00 AM AKST

Notice Type
Original Sources Sought

Updated Date
Jan 28, 2025

Published Date
Jan 28, 2025

Description

The Federal Aviation Administration (FAA) contemplates issuing a Screening Information Request (SIR) for environmental services necessary to perform a remedial investigation at the FAA's Level Island former landfill and conduct groundwater monitoring at various AOCs.

The purpose of this pre-solicitation is to solicit statements of interest and capabilities from Small Business Administration (SBA) SEDB 8(a) certified business concerns capable of performing the type of work described in this notice.

New Term: SIR

In order to better understand the market for this potential requirement, the FAA requests the following information from interested SEDB 8(a) certified vendors:

1. Name of Company (the resultant Prime contractor that may ultimately be awarded the subsequent contract)
2. Address
3. Point of Contact name, email address and telephone number
4. UEI Number
5. Relevant experience on similar projects within the last five years. Please provide specific contract numbers, contact names and email information to support claimed capabilities.

The System for Award Management (SAM) registration for interested Contractors must show that they are an active SBA certified 8(a) program participant or the interested Contractor must provide a copy of their SBA 8(a) certification letter in their response to this notice to be considered for inclusion in the future solicitation.

Please submit your capability statement and the above information to Sonja.o.holguin@faa.gov no later than February 7, 2025 at 1300 Central Daylight Savings Time.

Failure to respond to this pre-solicitation will preclude a Contractor's ability to receive a copy of the future solicitation. Limit complete responses to no more than five pages. Information will not be released; however, mark PROPRIETARY on all documents submitted, as applicable.

General Information

Contract Opportunity Type: Sources Sought (Original)

Original Published Date: Jan 28, 2025 04:36 pm CST


Original Response Date: Feb 07, 2025 01:00 pm CST

Inactive Policy: 15 days after response date

Original Inactive Date: Feb 22, 2025

Initiative:

- o None



Federal Aviation Administration

Classification

Original Set Aside: 8(a) Set-Aside (FAR 19.8)

Product Service Code: F108 - ENVIRONMENTAL SYSTEMS PROTECTION- ENVIRONMENTAL REMEDIATION

NAICS Code:


- o 562910 - Remediation Services

Place of Performance:


AK
USA

Attachments/Links

No attachments or links have been added to this opportunity.



<https://sam.gov/opp/6b8c70c105dd43c6bc515c5e0d3095d8/view>



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What Information to Provide

What is requested in the Sources Sought/RFI notice? Every notice is different!

Basic Information

1. Company contact information
2. Individual point of contact
3. Entity Identifier # (UEI / CAGE Code)
4. Socioeconomic & size data
5. Relevant & current past performance information
6. Agency specific (targeted) Capability Statement
7. Stay within response guidelines for information, submittals and size of response!

Targeted Information

1. Responses to specific questions
2. Narratives that demonstrate:
 - Capability, capacity & availability to perform/provide
 - Management & Technical ability
 - Qualification & direct experience of key staff or teaming partners
 - Knowledge of agency needs & concerns
3. Evidence of Capability – reviewers will disregard “claims of we know how”
4. Potential to acquire capability by the time of the contract award date

The bottom line in making capabilities assessments is a determination by the Government's technical reviewer(s) that a small business is either “capable” or “not capable” of performing the requirements.



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Capability Statements

- ✓ Company Name
 - ✓ Company Logo
 - ✓ Contact information
 - Address
 - Phone number
 - Email
 - Website
 - ✓ Entity Identifier Numbers
 - ✓ Small Business Certs
 - ✓ NAICS Codes
 - ✓ Core Competencies
 - ✓ Past Performance
 - ✓ Selling Points - Differentiators
 - ✓ Photos
- ❖ Have multiple templates!
 - ❖ Target supporting data
 - ❖ The goal is to begin a discussion
 - ❖ Can be more than one page



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Capability Statements

On-demand recording:

HOME GETTING STARTED **EVENTS & TRAINING** PROCUREMENT TOOLS NEWS & ANNOUNCEMENTS ABOUT

RECENT ON-DEMAND TRAINING

- Featuring BidMatch, APEX's Solicitation Search Tool
FEBRUARY 11, 2025
- Introduction to Government Contracting
FEBRUARY 11, 2025
- Chasing Small Business Certifications (2025 Update)
FEBRUARY 5, 2025
- Creating Capability Statements (2025 Update)
JANUARY 30, 2025

SEE MORE >

Creating Capability Statements (2025 Update)

JANUARY 30, 2025

Creating Capability Statements (2025 Up... Watch later Share

Creating Capability Statements

What do you want to say about your business?

Jody King, Contract Specialist, Alaska PTAC
January 23, 2025

Watch on YouTube

Anchorage: 907.786.7258 / Fairbanks: 907.450.8979
www.apexalaska.org / info@apexalaska.org

<https://apexalaska.org/training/creating-capability-statements-2025-update-2/>

Why Respond

❖ Why respond to a Sources Sought Notice?

- ✓ Determines set-aside type, if any
- ✓ Request to learn more about your company – free marketing!
- ✓ May result in a sole source or restricted bid opportunity
- ✓ Potential to educate/update the agency to new processes or products
- ✓ Start agency-focused marketing campaigns

❖ Excuses for not-responding

- “The agency never responds back...”
- “I’ll just wait for the solicitation...”
- “I don’t have time...”
- “I don’t know how...”
- “It doesn’t make a difference...”


**Not responding
is also a
response.**

NO EXCUSES

Errors & Omissions

1. Didn’t respond to the Sources Sought Notice
2. Sent a generic response when specific requirements were listed
3. Didn’t respond exactly as requested
4. Didn’t take advantage of the opportunity to present your business
5. Attached a generic Capability Statement that didn’t target the request notice
6. Forgot to ask for a specific Set-Aside
7. Didn’t follow up after a reasonable time






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Search results: "sources sought"


sources sought All categories

Showing all 3 results




How to Competitively Respond to a Sources Sought and Influence the Acquisition (2023 Update)

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Crafting a Marketing Strategy and Plan to Unlock Government Market Opportunities

★★★★★ ~~\$85.00~~*




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<https://govology.com/>



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Program Introduction



Answers to Common Questions

Our FAQ area has info on UEI, SAM, GSA, and other government contracting topics.


[see our extensive FAQ](#)

- Free assistance with all aspects of government contracting, from cradle to grave (start to finish) for federal, state and local purchasing activity
- Free one-on-one appointments
- Free workshops (Special events and extended training session may have registration fees)
- The Alaska APEX is one of 96+ other APEX Accelerators across the US, Puerto Rico, & Guam

<https://apexalaska.org/>

<https://www.napex.us/>

<https://www.apexaccelerators.us/#/>



UAA Business Enterprise Institute
UNIVERSITY of ALASKA ANCHORAGE

The Alaska APEX is a program of the UAA Business Enterprise Institute and is funded in part through a cooperative agreement with the Department of Defense Office of Small Business Programs



Questions?

Alaska APEX Accelerator Staff Contact Information

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Jody King, Assistant Director	jjking8@alaska.edu	907-786-7270
Craig von Holdt, Contract Specialist II	cavonholdt@alaska.edu	907-786-7281
Tony Taylor, Contract Specialist	ttaylor12@alaska.edu	907-786-7239
Lynda Gregory, Program Specialist	lmgregory@alaska.edu	907-786-7258

Fairbanks: Phone: 907-450-8979

Pierre Thompson, Center Director/Contract Specialist pdthompson@alaska.edu

General email: info@apexalaska.org **Website:** <https://alaskapex.org>

To request assistance, sign up here: <https://akapex.ecenterdirect.com/signup?reset=1>



How can the Alaska APEX help you?