

QBS COLORADO NEWSLETTER

2002- #2

August 2002

QBSColorado Selects New Coordinator

Susan Bertram is the new Coordinator for QBSColorado. She replaces Kay Rice who resigned in May 2002 and Ila Bishop who will finish her duties in Sept. 2002.

Bertram has a background in Public Relations and Marketing that should fill a great need in the QBS committee. She has also worked as an office manager so has the financial and business skills that the position requires.

We all welcome her and look forward to working with her.

Bishop has agreed to work as a consultant whenever the committee feels they need her skills or background.

QBSColorado MOVES AHEAD IN 2002

Our QBS Website is being updated monthly to include the current Minutes of each Directors' meeting, lists of Directors and Technical Advisors, and Agendas of our next meeting. Our new graphics (the eye-catching yellows and reds of our exhibit board and flyer) make it very dramatic. The site contains forms suitable for use by client agencies whenever they need to select Design Professionals. Forty three "Keywords" are attached that will help a search engine bring searchers to our web-page. The Website, another result of our National QBS Grant, looks professional and eye-catching.

We take out a "business card" ad each year in the directories produced by our sponsoring organizations (see attached). This ad is designed to match the flyer, but is in black and white. It will also appear in convention programs such as the Colorado Municipal League.

This year we chose the Town of Castle Rock for the Colorado QBS award and nominated them for the National QBS Award as they are actively practicing QBS.

Charles Fielder prepared three Powerpoint presentations that we are using to promote QBS. These 50-slide presentations, along with the accompanying text are targeted to a) Students at Engineering or Architectural schools, b) Interns, and c) Project Managers. (See presentation for Project Managers attached. The others are similar.) They are used at "University Senior Seminars" and at "Brown-bag Lunches" at various companies. The presentations can be adapted for client groups whenever we need. Again, our National QBS Grant money has helped us with this effort.

The following public agencies have been visited, given flyers and binders, or other contact to explain the QBS process to them. The Directors and Technical Advisors made these contacts throughout the state.

Town of Fairplay, RTD Geotech, Denver Health and Hospitals geotech RFP, Fort Lupton., City of Longmont, Summit County School District, University of Colorado Health Sciences Center, Dept. of Public Works, City and County of Denver, Archuleta School District, Academy School District 20 – Colorado Springs, Colorado Spring Redevelopment Area, Littleton Fire Station RFP, El Paso County, City of Arvada, La Plata County, Broomfield, Colorado Mountain College, Weld County School District #6, City of Westminster, Town of Parker, Curtis Park Community Center, Eagle County Library, and City of Castle Rock.

QBSColorado found that some of the State agencies have the opinion that only the work of licensed professionals is subject to QBS procedures so new RFPs are labeling design work as "planning". Therefore, we will try to revise legislation to include planners, help planners better define their roles, and educate their clients as well.

We also wrote letters to agencies like Mesa County Public Works Dept. and Foothills Park and Recreation District to suggest they are doing a disservice to their constituents when they ask geotechnical engineers to bid. This was met with some resistance. We are asking these geotechnical engineers to make a stronger statement to those government entities asking for bids.

CONTACT QBS WEBSITE

Please visit our website. You'll be surprised at the information that is included.

www.acec-co.org/qbs/index.html

Qualifications Based Selection by Carolyn Gigstad, Executive Director ACEC Nebraska

We talk about QBS a lot but it is not done in a self-service manner, as many may think. The Professional Engineer (P.E.) is as much concerned about giving the client a solution to a problem in the most cost-efficient manner as the owner is. Both want an end product that will have high quality and a long life-cycle in order to give the public the most protection possible. Both the owner and the P.E. want to be satisfied that they got their money's worth in the end. That comes through gaining a true understanding of what a P.E. is and what they have to offer.

The P.E. is a person who solves problems for others. The P.E. is one whose services are not a commodity. To acquire the services of a Consulting Professional Engineer at the lowest cost is like trying to buy a "paint-by-number" picture at the flea market. P.E.s use their critical and creative thinking skills to solve a given problem or do a project. Every P.E. may solve the problem in a slightly different manner.

When a P.E. learns about a project that is available, not all of the factors of what will be involved in the project are spelled out in the beginning. Therefore, it is very difficult to hire a P.E. on a set price because of all the "unknown's" that may develop during the project. Comparing the proposal of one Consulting Professional Engineer to that of another is like comparing apples to bananas.

The P.E. and his or her consulting engineering company must be chosen on qualifications. Two or three Consulting Professional Engineers should be interviewed about what each would do to solve the problem and then one should be chosen—WITHOUT any discussion on price. After the Consulting Engineer is chosen, then the client should determine what the rest of the scope of work for the project will be and THEN negotiate price. With this method of selection, Qualifications Based Selection, quality and the life of the product tend to be much better than it would if a P.E. was hired based on lowest price. The bitterness of low quality remains long after the sweetness of low price is forgotten. The old saying still goes, "You get what you pay for".

(reprinted from ACEC Nebraska News, April, 2002)

NATIONAL QBS AWARDS \$3K GRANT TO COLORADO

Again, QBSColorado received support from National QBS to help us market the value of using QBS to select Architects and Engineers in the State of Colorado. The 2002 Grant is worth \$3000 to the committee and will be used to help with exhibits, booth displays and handouts at various meetings.

QBSColorado uses a group of Technical Advisors (TAs) throughout the state to visit with public clients. The TAs deliver a 3-ring binder to public clients and explain to them the benefits of using QBS. The binders are in great demand as they contain a step by step explanation of how to select a design professional as well as the forms needed to make this selection.

The newest TA is Mike Russell, P.E., of Russell Engineering, Inc., 1129 Main Avenue, Suite 1, Durango, CO 81301. Phone 970 385-4546. Russell has had experience with the concept and has long been a proponent of QBS.

QBSCOLORADO DIRECTORS

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Noel Copeland	303 724- 0613
Doug Hahn	719 473- 8446
PEC Representatives:	
Dave Hughes	303 843- 3050
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Bernie Johnson (Vice Chair)	719 579- 6916
ACEC/Colorado Representatives:	
Eric Young	303 974- 1211
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30 Years of QBS Law: Plenty of Work Still to be Done

by Jerry Stump, P.E., Chair
ACEC of Tennessee
Business Practices Committee

In this season of new beginnings, let's renew our commitment to Qualification Based Selection (QBS) as not only the *legal* choice for procurement of engineering services, but also the *best* choice.

One good way to re-commit to a goal or principle is to remember why you committed to it in the first place. The Brooks Act, Federal Government Selection of Architects and Engineers, was passed in October 1972—almost 30 years ago—and became Public Law 92-582. Since its passage the Brooks Act has become the basis for numerous state and local acts requiring qualification based selection of professional services. (edit. note: *including the State of Colorado*) However, too frequently our professional services continue to be considered a commodity.

A review of the Brooks Act makes it very clear that the process for selecting an engineering and architectural firm is intended to consist of:

- identification of a project and its needs,
- solicitation of statements of qualification from interested firms,
- consideration and ranking of interested firms based upon their qualifications for the specific services required, selection of the most qualified professional, and
- *then* consideration of professional fees for those services.

Section 902 of the act states:

“The Congress hereby declares it to be the policy of the Federal Government to publicly announce all requirements for architectural and engineering services, and to negotiate contracts for architectural and engineering services on

the basis of demonstrated competence and qualification for the type of professional services required and at fair and reasonable prices.”

Section 903 states:

“The agency head...shall evaluate current statements of qualifications and performance data on file with the agency, together with those that may be submitted by other firms regarding the proposed project, and shall conduct discussions with no less than three firms regarding anticipated concepts and the relative utility of alternative methods of approach for furnishing the required services and then shall select therefrom, in order of preference, based upon criteria established and published by him, no less than three of the firms deemed to be the most highly qualified to provide the services required.”

Section 904 states:

“The agency head shall negotiate a contract with the highest qualified firm for architectural and engineering services at compensation which the agency head determines is fair and reasonable to the Government.”

There it is in black and white. The intention of this law is clear. I urge you to support the efforts of CET and other professional organizations in promoting QBS. We will not receive the proper consideration as professionals until QBS becomes the standard method for choosing an engineer.”

(reprinted from *etCETera*, March-April 2002)

“The best executive is the one who has enough sense to pick good people to do what he wants done, and self-restraint enough to keep from meddling with them while they do it.”

Theodore Roosevelt

QBSColorado

Qualifications Based Selection Colorado

SUSAN R. BERTRAM

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CONTACT A BOARD MEMBER...

GET YOUR BINDER!!

**WATCH FOR THE QBS EXHIBIT
AT YOUR NEXT CONVENTION
OR MEETING!!**

SEE OUR NEW FLYER!!

QBSColorado

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