

MISSION **CRITICAL**



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IN 2024 WE CONTINUED
TO BE A **FORCE MULTIPLIER**
FOR CLIENTS AND AGENCIES
IN THE **PUBLIC WORKS**
MARKET.

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2024 IMPACT REPORT

EMPOWERING GROWTH UNLOCKING POTENTIAL

In 2024, Mission Critical again demonstrated continued excellence as a **Proposal Management consultancy**, marked by significant competitive wins across diverse markets and procurement types.



As the first Progressive Design-Build project procured and awarded by Caltrans, the project attracted a highly-competitive field of construction and engineering teams.

MISSION CRITICAL

Proposal Management Consultants

Across the US, our strategic approach and hands-on management helped clients secure major projects ranging from Caltrans' first Progressive Design-Build to breakthrough wins for established contractors and first-time alternative delivery participants. These successes reflect our position at the forefront of alternative delivery strategy and proposal management in the public works sector.

Industry Leadership

LANDMARK WIN

Caltrans' First Progressive Design-Build Procurement and Award



Roadways + Bridges

The **\$127M Caltrans Coronado Bay Bridge Suicide Deterrent** was the *first Progressive Design-Build procurement to be awarded by the agency* in a new pilot program for the procurement method.

Mission Critical was the Proposal Management and Interview Consultant for the awarded team—Myers-Traylor Bros. Joint Venture, which included lead engineering firms COWI and TYLin International.

This project represents a significant shift in infrastructure procurement for the nation's largest Department of Transportation. Caltrans' implementation of Progressive Design-Build has practical implications for contractors nationwide as other DOTs evaluate and adopt this collaborative delivery method. The success demonstrates how contractors can effectively position for these emerging procurement opportunities with specialized support.

2024 IMPACT REPORT

We transform opportunities into wins. Our proven ability to guide teams to their first—and next—alternative delivery success demonstrates how we empower clients to grow their capabilities and unlock new market potential.

FIRST WIN

Reeves Captures First CMGC Award



Mission Critical guided COLAS subsidiary *Reeves Constuction Company* to their first alternative delivery win—the **\$70M I-85/I-485 Interchange** project west of Charlotte. This success demonstrates our ability to help traditional contractors successfully transition into the competitive alternative delivery marketplace with their first major qualification-based win.

FIRST WIN

Landmark USACE Award for Ferrovial



For the historic Rio Puerto Nuevo FCP - **Roosevelt Avenue Bridge replacement**, Mission Critical authored the technical submittal that secured Ferrovial Construction Puerto Rico's first US Army Corps of Engineers (USACE) project win. At \$150M, this became the largest project ever awarded by USACE Task Force Virgin Islands Puerto Rico, demonstrating our effectiveness with both first-time clients and complex federal procurements.

Two Key Innovative Delivery Wins at LAX



Mission Critical led two teams to selection for the **\$5B Multiple Award Task Order Contract (MATOC) for Design-Build and Construction Services** procured by Los Angeles World Airports (LAWA). This initiative, part of LAWA's \$15B Capital Improvement Program, will encompass diverse infrastructure upgrades and new civil and vertical projects to enhance operational capacity at one of the world's busiest airports.

FIRST WIN

SBE J-Squared Constructors Secures First Alternative Delivery Win as a Prime Contractor

Providing Proposal Management and Interview Preparation, Mission Critical guided this certified small business to success in their first-ever alternative delivery pursuit and first collaboration with AO Architects.

The team secured positions in both the *Vertical Construction and Vertical Design-Build* categories—demonstrating how specialized support can help small businesses successfully compete in the alternative delivery market.

CONTINUED SUCCESS

Myers-TYLin Selected Again for LAX Delivery

Mission Critical secured our third major LAX win with the selection of the Myers-TYLin team for both the *Horizontal Construction and Horizontal Design-Build* categories for LAWA's MATOC.

The team's selection continues Mission Critical's successful consultancy on LAX projects awarded, including the \$80M 2nd Level Roadway Rehabilitation CMAR (2015 - Myers-Banicki JV) and the \$300M LAWA Utilities & LAMP Enabling Projects (2018 - Myers-Griffith + TYLin).

11TH WIN



Continuing a Long-Term Partnership in the Pacific Northwest

Our six-year partnership with *Taylor Northwest* demonstrates the sustained value Mission Critical brings to our clients.

With eleven alternative delivery wins spanning CMGC, Design-Build, and other methods, this relationship exemplifies our ability to build lasting, successful partnerships. The latest win—the **NE Combs Flat Road Extension and Ochoco Irrigation District Ironhorse Piping project**—continues this pattern of success while showcasing our expertise in complex co-procured, qualifications-based projects.

Expanding Client Support

Building on our core expertise in proposal management, Mission Critical is broadening our service offerings to meet evolving client needs across three distinct service categories:

Strategic Growth Services

- » Prime Contractor Development
- » JOC Division Development
- » Alternative Delivery Program Development

Grant Proposal Development

- » Infrastructure and transportation funding applications
- » Federal grant narratives and technical responses
- » Agency-side grant writing and submission management
- » Benefit-cost analysis and funding justification
- » Post-award grant compliance documentation

Traditional A/E/C Marketing Services

- » Award Submissions
- » Website Content & Structure Development
- » Marketing Materials including Trade Show & Event Design

Two New Programs for Alternative Delivery Success

MISSION CRITICAL PEAK PREPARATION™

Our signature **interview preparation program** provides structured, comprehensive coaching for teams pursuing alternative delivery projects. This branded service draws on our North American experience preparing successful teams for highly-competitive procurement interviews.

ACCELERATOR2025

An innovative **year-long program that bridges the gap between business development and proposal wins.**

Participants gain strategic insights and positioning guidance before RFPs are released. This no-cost program helps new and experienced firms to benefit from shared knowledge and focused preparation.

“ The intensity was significant. The results were undeniable.

MISSION CRITICAL PEAK PREPARATION™

ADVANCED INTERVIEW TRAINING FOR ALTERNATIVE DELIVERY TEAMS

Impact Beyond Projects

Our 2024 achievements highlight three key benefits that firms gain from partnering with Mission Critical:

Proven Path to Alternative Delivery Success

From Reeves Construction’s first NCDOT win to J-Squared’s breakthrough at LAWA, we’ve consistently demonstrated our ability to guide firms into alternative delivery markets, combining strategic insight with hands-on execution to achieve first-time wins.

Force Multiplier for Project Teams

Our work across diverse projects—from Caltrans’ first Progressive Design-Build to complex LAWA MATOC proposals—shows how we integrate with and enhance client teams, bringing both the technical understanding and strategic approach needed to tackle unprecedented pursuits.

Long-Term Partnership Value

Our six-year, eleven-win partnership with Taylor Northwest and continued success with Myers at LAX demonstrate how we partner with firms to build sustainable alternative delivery programs that build long-term market success.

We don’t simply advise; we deliver results.

PROVEN STRATEGIES

We have high-level of success with first-time client pursuits, demonstrating the value of our expertise and process delivery.

HANDS-ON EXECUTION

Unlike advisory-only consultants, we manage the entire process—analyzing RFPs, developing strategy, writing content, and overseeing production as a true force multiplier.

LONG-TERM SUCCESS

We build sustainable programs, not just isolated wins, transforming clients’ capabilities through comprehensive, results-focused collaboration.



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