



ACQUISITION SL

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Important Web Sites to Enter and Find Information on Federal Contracting



 www.ccr.gov - FAR 4.1100 requires contractors to register in the Central Contractors Registration (CCR) to conduct business with the DoD .

 FedBizOpps.gov - FBO is the single government point-of-entry for Federal government procurement opportunities over \$25,000. Commercial vendors seeking Federal markets for their products and services can search, monitor and retrieve opportunities solicited by the entire Federal contracting community.

 www.neco.navy.mil - Navy Electronic Commerce Online (NECO) is part of DoD and Navy initiatives to create a Paperless Acquisition process. Use NECO rather than FedBizOpps if you want to narrow your search to only Navy solicitations.

 www.navfac.navy.mil - The Naval Facilities Acquisition Supplement (NFAS) can be downloaded from this web site. It is not a stand-alone document, but must be read together with the FAR, DFARS and NMCARS.

NAVFAC ACQ POC for assistance: Ms. Natalie Covert, Support Branch Head,
904-542-6908.

Source Selection

Process

Source Selection Plan

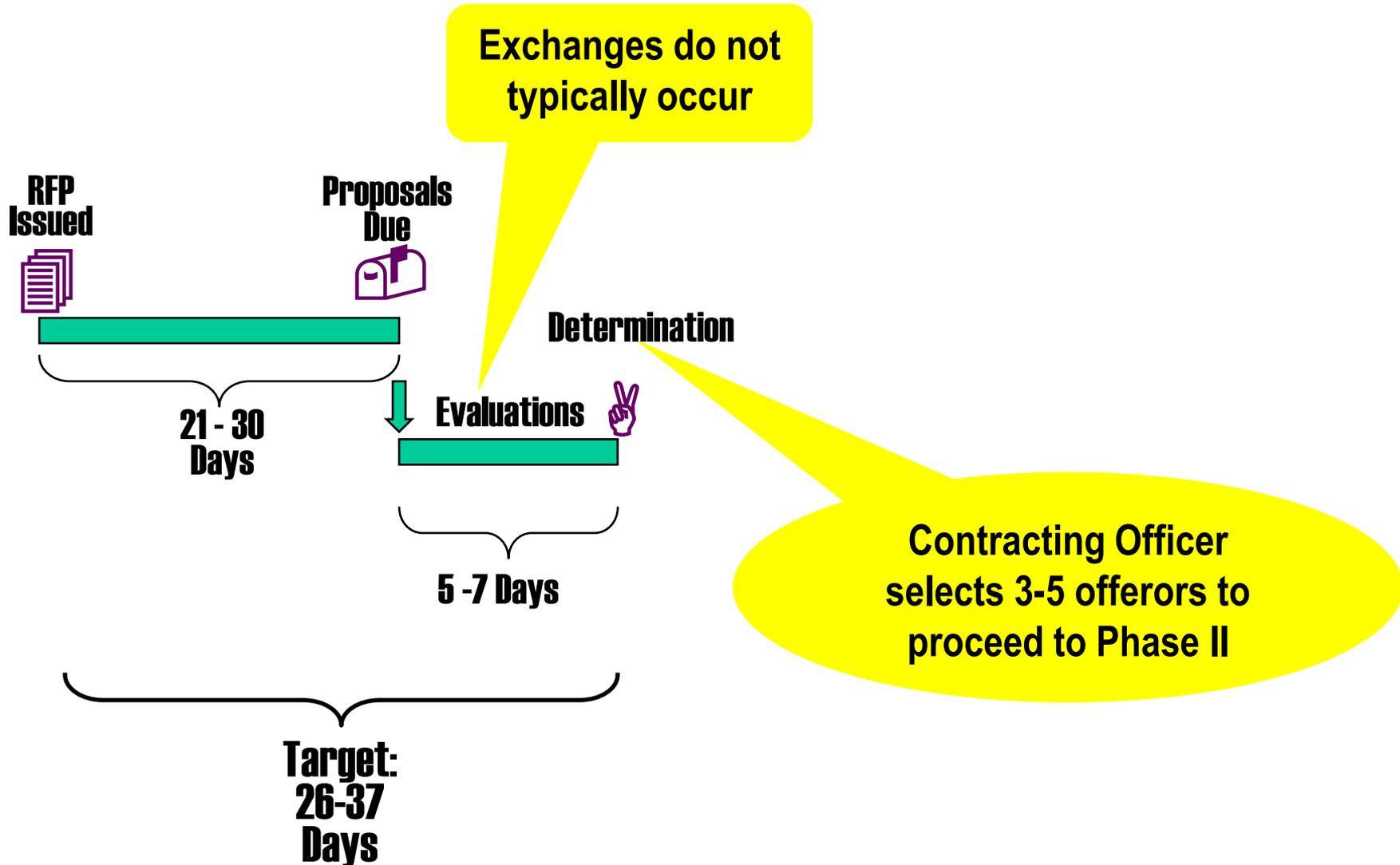
Adjectival Ratings

Subjective Discriminators

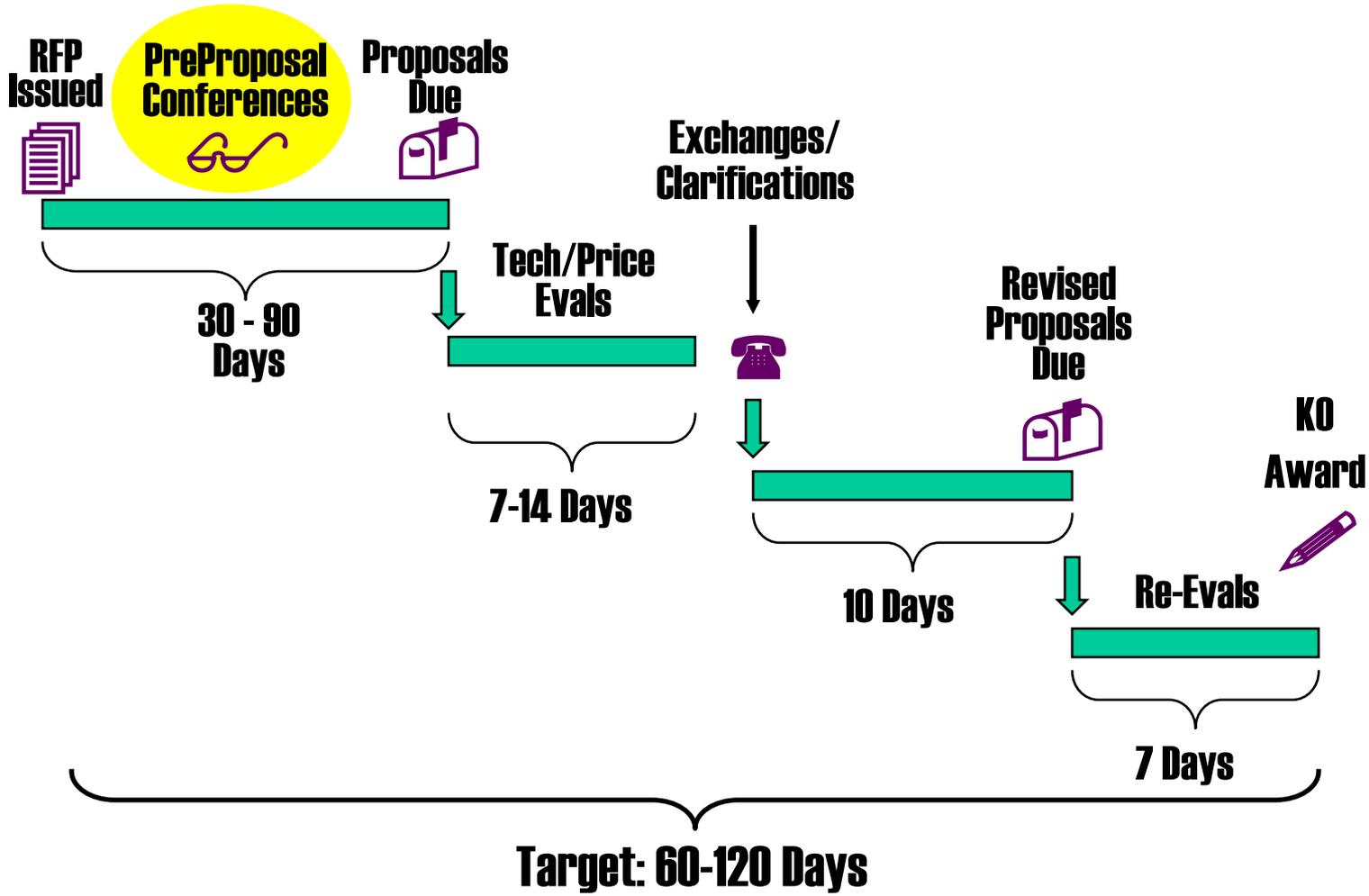
Award Determination

Debriefs

Typical Phase I D/B Solicitation Process



Typical Phase II D/B Solicitation Process



Source Selection Plan



 Provides the procedures “the rules by” which a Board will evaluate and select the best value offer

- Reviewed by all board members.
- Always approved prior to solicitation – Much of information is set forth in the solicitation.
- Sets forth evaluation factors and significant subfactors, Board members, and award process.
- ***Generally, technical factors are of equal importance.***
- ***Generally, when combined, technical factors are approximately equal to price.***

 **OFFERORS WILL BE ADVISED AN AWARD MAY BE MADE WITHOUT DISCUSSIONS OR ANY CONTACT CONCERNING THE PROPOSAL RECEIVED. *TAKE THAT TO THE BANK!***

Adjectival Ratings in SSP



Excellent:

- Technical approach and capabilities **significantly** exceed performance and capability requirements.
- Proposal and/or past performance record indicates the **risk of unsuccessful performance is extremely low.**
- **A thorough and detailed understanding** of the solicitation is demonstrated.
- Selection may be made without exchanges.



Good

- Technical approach and capabilities **exceed** performance and capability requirements.
- All technical elements **are adequate.**
- Minor Weaknesses need not be corrected prior to award.
- Selection may be made without exchanges.

Adjectival Rating (cont)



Satisfactory

- Technical approach and capabilities **meet** performance and capability requirements.
- Any strengths are offset by weaknesses, but there are **no deficiencies**.
- The proposal demonstrates a **general understanding** of the requirements.
- Selection may be made without exchanges.

Adjectival Rating (cont)



Marginal

- Technical approach and capabilities are **questionable** as to whether or not they meet the performance standards.
- Any strengths are outweighed by weakness and offers no strengths or if there are any strengths, **they are outweighed by weaknesses.**
- Minor revisions may give the proposal a reasonable chance of becoming technically acceptable.

Poor

- Technical approach and capabilities **do not meet** performance and capability standards.
- The proposal and/or past performance record **indicates the risk** of unsuccessful contact performance.
- **Major deficiencies** have been identified in the proposal.
- Deficiencies may not be correctable.
- Deficiencies **require major revision/rewrite** to the proposal.
- The proposal doesn't have a reasonable chance of becoming technically acceptable without deficiency corrections.

Subjective Discriminators



-  **Significant strength** – A proposed method or technique in the proposal that has a high magnitude of value to the Government and appreciably increases the likelihood of successful contract performance.
-  **Strength** – A proposed method or technique in the proposal that is of value to the Government and increases the likelihood of successful contract performance.
-  **Weakness** – A flaw in the proposal that increases the risk of unsuccessful contract performance.
-  **Significant Weakness** – A flaw that appreciably increases the risk of unsuccessful contract performance.
-  **Deficiency** – A material failure of a proposal to meet a government requirement or a combination of significant weaknesses in a proposal that increases the risk of unsuccessful contact performance to an unacceptable level.

The Award Determination



Permits trade offs among cost or price and non-cost factors and allows the Government to accept other than the lowest priced proposal.

Trade-off Analysis

$$\text{Technical Proposal Rating} + \text{Total Evaluated Price} + \text{Budget Constraint} =$$



DEBRIEFS



FAR Part 15.5

- Pre-Award Debriefings – unsuccessful offerors omitted from competitive range. RQST w/in 3 days of receipt of notice of exclusion from competition then may be delayed until post award (more info).
- Post-Award Debriefings – any unsuccessful offeror may RQST within 3 days after the date on which that offeror has received notification of contract award.



The Gov't intends to evaluate proposals and award a contractor without discussions with offerors.

Helpful Hints
RFP Factor Outline
Phase I Factors
Phase I Tutorial
Phase II Factors
Phase II Tutorial
Common Mistakes
Successful Proposals

Helpful Hints



Evaluation criteria

responses:

- Address ALL aspects of each factor.
- Identify aspects of your proposal that exceeds the minimum RFP requirements.
- Explain why this is a value to the government.



RFP response should follow the outline of the evaluation criteria



Limit marketing “fluff”;
“Where’s the beef?”



Number your pages



Tabs for Factors

Phase I Factor Outline



- Factor 1 Corporate Experience
 - Subfactor 1.A: Construction Team
 - Subfactor 1.B: Design Team
 - Subfactor 1.C: Key Personnel
- Factor 2 Past Performance
 - Subfactor 2.A: Construction Team
 - Subfactor 2.B: Design Team
- Factor 3 Management Capabilities
 - Subfactor 3.A: Management Approach
 - Subfactor 3.B: Quality Control
 - Subfactor 3.C: Safety Record
 - Subfactor 3.D: Environmental Compliance
 - Subfactor 3.E: Responsiveness
- Factor 4 Past Small Business Subcontracting Effort & SDB Participation

All ratings from Phase-1 will be carried over into Phase-II, unless new or revised information is provided.

- Factor 5 Technical Solution / Quality
- Factor 6 Small Business Subcontracting Effort & SDB Participation in the Performance of this Project.

Past Performance/Corporate Experience



The distinction between past performance and corporate experience is corporate experience pertains to the types of work and volume of **work completed by a contractor** that is comparable to the types of work covered by the requirement, **in terms of size, scope and complexity.**

Past performance relates to **how well** a contractor has performed.

Phase I Factors



Corporate Experience:

- Do you have proven experience?
- Have you done something similar (relevant) as a team?

Past Performance:

- How well have you done this type of work before?

Small Business:

- Mandated for all solicitations.
- How well have you met goals in the past?

Phase I Strength – TUTORIAL CORP EXP – WHAT YOU DID



 **Scenario:** Design & construct a child development center.

 **Enhanced Corporate Experience:** 8 of the 10 design team members and all of the construction management team have participated in 4 military and 5 private sector CDCs. In addition, most team members have experience on the specific installation.

 **There is Value to the government:**

- Unique CDC regulatory requirements will not be overlooked.
- Therefore, less risk to the government.
- Experience with “best practices” of the private sector for this type of project (CDC).
- Reduced learning curve.

Phase I Weakness – TUTORIAL

PAST PERF - HOW WELL YOU DID



 **Scenario:** Design & construct a child development center

 **RFP requires:** Past performance on relevant projects

In the proposal, the offeror:

- Provides an outstanding description of a relevant project.
- **BUT**, does not include requested information of a formal evaluation, client letter, timeliness information, budget growth information.
- **AND** provides no/inaccurate client contact information.

Phase I Deficiency – TUTORIAL EXP – KEY PERSONNEL



 **Scenario:** Design & construct a child development center

 **RFP requires:** Qualifications for key personnel including a Registered Communication Distribution Designer (RCDD)

 **In the proposal, the offeror:**

- Does not provide qualifications for this key person or indicate anyone on their team with this credential.

Phase II Factors

“Up to 5” from Phase I (caveat)



Corporate Experience:

- Same as Phase I unless updated or changed.

Past Performance:

- Same as Phase I unless updated or changed.

Management Capabilities:

- Same as Phase I unless updated or changed.

Small Business:

- How well have you met your goals.

Technical Solution/Quality:

- Conceptual response to the RFP requirements.

Small Business:

- Describe your plan to meet the small business goals..

Phase II Strength – TUTORIAL TECHNICAL SOLUTION



 **Scenario:** Design & construct a child development center

 **Strength for Technical Solution:**

- Entrance foyer includes epoxy and terrazzo flooring.

 **Value to the government:**

- Reduced maintenance.

Phase II Strength - TUTORIAL TECHNICAL SOLUTION



 **Scenario:** Design & construct a indoor training pool with administrative and classroom spaces.

 **Strength for Technical Solution:** Proposal shows an excellent segregation of staff and student areas that was not required by the RFP. This is a significant strength.

 **Value to the government:**

- Improves efficiency of the facility.
- Client operation is more functional.

Phase II Weakness – TUTORIAL TECHNICAL SOLUTION



 **Scenario:** Design & construct an indoor training pool with administrative and classroom spaces along with a Fitness facility on the same site.

 **RFP requires:** A conceptual site design.

 **In the proposal, the offeror:**

- Did not provide landscape development plans for the space between the two buildings.

Phase II Deficiency – TUTORIAL TECHNICAL SOLUTION



 **Scenario:** Design & construct an indoor training pool with administrative and classroom spaces.

 **RFP requires:**

- A minimum acceptable square footage for all functional spaces.

 **In the proposal, the offeror:**

- One functional space was 25% less than required in the RFP.

Common Proposal Preparation Mistakes



 **The proposal does not address ALL aspects of an evaluation factor**

- **EX:** Past performance project narrative requires a point of contact with name and phone numbers; proposal does not provide this data.
- **Ex:** Unable to determine project relevance.
- **EX:** Past performance ratings or client statement of performance are omitted.
- **EX:** The technical qualifications proposal omits a key person such as the fire protection engineer.

 ***Believe it or not:*** The proposal is submitted 5 minutes late or on-time for the wrong time zone

A Successful Proposal ...

Award without discussions!



1. **Is awardable without discussion.**
2. **Justifies technical features above the minimum requirement.**
3. **Has a technical solution that makes the end user their strongest advocate.**
4. **Is rated excellent on all factors by the proposer before submission.**
5. **Offers price proposal within the stated budget.**
6. **Presents creative solutions but within the RFP requirements.**
7. **Presents relevant experience.**
8. **Addresses all evaluation criteria.**
9. **Is concise & relevant to the evaluation criteria.**
10. **Organizes the response based on the order of the evaluation factors.**



AE - THE SOLICITATION



A Sources Sought/Market Research notice is issued on NECO/FEDBIZOPPS to industry representatives to determine if requirements can be filled in a timely manner with a reasonable level of effort, and to determine if small businesses are available to compete for award. Based on the Sources Sought, the determination is made to issue the solicitation restricted to Small Business or UnRestricted (issued to all businesses). The synopsis will be posted on NECO and Federal Business Opportunities and will remain active for at least thirty days. A pre-solicitation synopsis is not issued **for an A/E Solicitation**.

Firms competing for A/E contracts must submit an SF 330 Statement of Qualifications. These qualification standards are listed in the synopsis. **It is not a Request for Proposal.**

SOLICITATION cont'd



The Standard Form 330, should contain comprehensive evidence of relevant professional experience and other information that proves it can satisfy the procurement requirement. Each of the qualification criteria listed in the synopsis must be meticulously addressed. Examples of information to include on the SF 330 include:

- Professional qualifications such as education, experience, and professional registrations of key personnel.
 - Completed A/E projects, studies, assessments, and mitigation efforts that it has conducted or participated in which would substantiate the firm's overall knowledge, skills, and abilities.
 - Other Navy initiatives and Naval operations that it has previously worked on.
- ** **An important note:** The professional qualifications of the Prime Contractor will be weighted more heavily than that of its subcontractors' staff. The prime contractor bears all responsibility for project success/failure, quality, delivery, performance ,etc.

EVALUATION BOARDS

The “**slate**” board is a pre-selection board which selects at least three of the most highly qualified A/E firms to move forward in the competitive process. Non-selected firms are excluded from competition at this point. The “**selection**” board ranks selected firms in order of preference based on how well they match the ranking criteria in the synopsis.

When one board is used for both the pre-selection and the selection, it is referred to as the **Slate/Selection Board**.

The primary difference between using one board vs. two boards is:

In the two-board process, the first board to make the selections and prepares a report documenting why it excluded the firms that were not selected. This report is reviewed and approved by the Selection Authority prior to conducting interviews. The second board prepares a Selection Report documenting how it derived its ranking order for the selected firms in order of preference.

EVALUATION BOARDS cont'd



The one-board process requires the same documentation as the two board process; however, the documentation for selection/non-selection for interview is included in a single, combined Slate/Selection Board Report.

Factors that determine whether the Navy will use one board or two boards include:

Dollar value of the project - the smaller the dollar value, the more likely one board will be used. **High dollar projects** - it is usually in the Command's best interest to conduct two boards for larger projects. **Project complexity** - projects that are technically complex usually require two boards. **Visibility** - two boards are generally preferred when a project has high visibility and subject to a great deal of publicity.

SELECTING THE MOST QUALIFIED FIRM



At the conclusion of Selection Board interviews, the Selection Board ranks competing firms in order of preference. Rankings are based on qualifications and ability to accomplish the work using the evaluation criteria identified in the synopsis. Board recommendations are confidential and all resulting information is safeguarded from unauthorized disclosure.

If, for any reason, the top ranking A/E firm is not awarded the contract, then the Navy enters into negotiations with the next firm on the list. Because all firms on the Selection List are “qualified and selected,” the contract may be awarded to any firm on the list regardless of where it is on the list. It is not unusual for lower ranking firms to win the contract.

CONDUCTING THE DE-BRIEFING FOR NON-SELECTED FIRMS



Firms excluded from the competitive range or otherwise excluded from the competition before award may request a debriefing before award. A pre-award debriefing request must be submitted in writing by the excluded firm within 3 days after receipt of the notice of exclusion from the competition. It is important to understand that pre-award de-briefings provide less detail and information than the typical post-award debriefing.

If the firm does not submit a timely request, they may not receive a debriefing at all. Non-selected firms are entitled to only one debriefing. Debriefings may be done orally, in writing, or by any other method acceptable to the contracting officer; they are not meant to be used as negotiation platforms or debating forums by the non-selected firms.

NEGOTIATING A CONTRACT WITH THE SELECTED FIRM



After the selection is made, a Request for Proposal (RFP) letter is sent to the highest ranking firm on the final selection list. The RFP shall include:

- A request for a fee proposal. The fee proposal shall provide separate prices for preparation of plans and specifications and for engineering services.
- An established due date for receipt of a written fee proposal.
- Request for verification that the firm is registered in the Central Contractor Registry (www.ccr.gov) and that Representations and Certifications are completed in ORCA (<https://orca.bpn.gov>). These registrations are required or the firm will be disqualified.
- **A statement that in accordance with FAR 36.606 that no construction contract may be awarded to the firm that designed the project.**