



GLOBAL C4ISR* INSTALLATION CONTRACT Industry Day Presentation

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***Command, Control, Communications, Computers, Intelligence, Surveillance &
Reconnaissance**



If You Remember Nothing Else...

- ▼ Read the solicitation – all of it (even the boring parts)
- ▼ Reread the solicitation – all of it
- ▼ If you have any questions – ask (BEFORE the solicitation closes), don't assume
- ▼ Prepare your proposal, then have someone (not the preparer) check the proposal against the solicitation requirements
- ▼ **Submit your proposal ON TIME: DO NOT WAIT UNTIL THE LAST MINUTE TO UPLOAD YOUR PROPOSAL**
 - Note: All Proposals will be uploaded to the e-commerce web site as required by Provision L-349. No CD or mail delivery will be allowed.

Outline

▼ Part I, RFP Information

- Contract Overview
- Entry Criteria
- Volume I, Section A, Relevant Organizational Experience
- Volume I, Section B, Extent of Participation of Small Business
- Volume I, Section C, Organizational Past Performance
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- Volume III, Offer
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- Technical and Management Capability Evaluation
- Small Business Participation Evaluation
- Organizational Past Performance Evaluation
- Cost Evaluation
- Highlights of Recent SOW Changes
- Highlights of Recent Personnel Qualifications Changes
- Highlights of Recent Changes to the Cost Model



Outline (Cont.)

▼ Part II, General Advice

- If You Remember Nothing Else...
- Understand the Ground Rules
- Follow the Instructions
- Understand the “Grading System”
- Writing Your Proposal
- After the Award Decision

▼ Part III, Questions/Comments



Part I

RFP Information



Contract Overview

- ▼ RFP posted 12 July 2010; Proposals due 11 August 2010

- ▼ Scope:
 - C4ISR system installations under SPAWAR cognizance
 - Platforms (including shore facilities, surface ships, submarines, special purpose craft, and other vehicles)

- ▼ Period of Performance: 3-year base with a 2-year option

- ▼ Contract Line Item (CLIN) structure
 - Cost Plus Incentive Fee (CPIF) (Anticipate ~ 50% of Tasks)
 - Fixed Price Incentive Firm Target (FPIF) (Anticipate ~ 30% of Tasks)
 - Firm Fixed Price (FFP) (Anticipate ~ 15% of Tasks)
 - Cost Plus Fixed Fee (CPFF) (Anticipate under 5% of Tasks)



Entry Criteria

- ▼ Offerors must meet minimum requirements for relevant (C4ISR or other like electronic systems) surface ship, shore, and submarine installation experience to be considered

- ▼ Cumulative value of installation related tasks performed after 1 October 2004 must equal or exceed the following:
 - \$85 million of ship work
 - \$85 million of shore work
 - \$30 million of submarine work



Entry Criteria (Cont.)

- ▼ At least 15% of the proposed total acquisition value is required to be subcontracted to small business* in the cost proposal
- ▼ At least 10% of the proposed total acquisition value is required to be attributable to small business* direct labor

*Small Business includes Small Disadvantaged Businesses, Women-Owned Small Businesses, Veteran-Owned Small Businesses, Service-Disabled Veteran-Owned Small Businesses, HUBZone Small Businesses and Historically Black Colleges or Universities and Minority Institutions.



Volume I, Section A

Relevant Organizational Experience

- ▼ Each referenced contract (7 contracts maximum) shall be described using separately completed copies of RFP Attachment 7, Reference Information Sheet
- ▼ Each Reference Information Sheet can be accompanied by a maximum of six additional pages
 - Two pages maximum each for shipboard work, shore work, and submarine work.
 - One acronym list (not to be evaluated) of not more than one page may be submitted and is not counted toward the page count requirement
- ▼ Each offeror shall submit one (1) completed RFP Attachment 12, Gate Review Matrix



Volume I, Section B

Extent of Participation of Small Business

- ▼ All Prime Offerors (Large AND Small businesses) shall submit a completed Small Business Participation Data, RFP Attachment 8
- ▼ In addition to RFP Attachment 8, each prime contractor (whether a small or large business) shall submit the cover sheet for their letter of commitment with each proposed small business subcontractor. (Each letter shall detail the teaming agreement between the prime contractor and each proposed small business subcontractor, but only the signed cover sheet is required.) The small business subcontracting plan, which is only required from large businesses, is a separate requirement and is in addition to the information required to evaluate this factor.
- ▼ Offerors will be evaluated on the extent of participation of small businesses in terms of the proposed total acquisition value of this contract
- ▼ Small business primes are to include their own planned effort



Volume I, Section C

Organizational Past Performance

- ▼ Offerors shall provide information on no more than seven (7) previous relevant Government contracts; the contracts provided should have been performed after 1 October 2004
- ▼ If the Offeror has not had seven (7) Government contracts for work performed after 1 October 2004, information on relevant subcontracts and/or commercial contracts may be submitted instead
- ▼ This information shall be provided by the submission of Attachment 7 "Reference Information Sheet" for each contract



Volume I, Section C

Organizational Past Performance (Cont.)

- ▼ Offerors shall contact their past performance references and request that each reference complete Attachment 9 "Past Performance Questionnaire" and e-mail the completed survey form BEFORE 11 August 2010
 - The offeror shall furnish the information or submit a statement that past performance information for an individual contract resides in the Past Performance Information Retrieval System (PPIRS)
- ▼ Government reserves the right to use past performance information obtained from sources other than those identified by the offeror
- ▼ Government does not assume the duty to search for data to cure the problems it finds in the information



Volume II, Cost

- ▼ Offerors shall use all labor hours and other costs provided in RFP Attachment 6A and RFP Attachment 6B. All elements shall be fully substantiated and verifiable.
- ▼ The straight time hourly rates shall use a forty hour week for the conversion of salaried employees to the hourly basis and shall be exclusive of loading factors, i.e., vacation, sick leave, holidays, overhead, G&A, fee, etc.
- ▼ The proposal must include the offeror's company policy concerning any stipulations as to when on/off-site rates are effective

Volume II, Cost (Cont.)

- ▼ All subcontractors with an unapproved or inadequate accounting system as determined by DCAA shall be proposed as a FFP proposal. Any prime and/or subcontractors proposals submitted with CPFF or CPIF pricing, where DCAA determines the accounting system is unapproved or inadequate for accumulating cost type contracts, may be considered only in the event the Government determines that discussions are in the Government's best interest and the offeror is in the competitive range. At such time, should discussions be required, the offeror would be afforded the opportunity to comply with existing instructions or be eliminated from further consideration.



Volume III, Offer

- ▼ Failure or refusal to assent to any of the terms and conditions of this RFP, the imposition of additional conditions, or any material omission may constitute a deficiency which may render an offer unacceptable, and which may only be corrected through discussions (see FAR 15.306(d))
- ▼ **The Government intends to award a contract without discussions** as permitted by FAR 15.306(a) and 52.215-1. Therefore, offerors are advised against submitting an offer which takes exception to any term or condition of this RFP or imposes any additional condition or omits any required information, without first consulting the Contracting Officer.



Source Selection

- ▼ Source Selection Will Be Based On Both Cost and Non-Cost Factors
- ▼ Non-Cost Factors
 - Factor 1: Technical and Management Capability
 - Written submission
 - Oral presentation
 - Factor 2: Extent of Participation of Small Business
 - Factor 3: Organizational Past Performance
- ▼ Costs Will Be Evaluated Separately
- ▼ Best Value Tradeoff



Technical and Management Capability Evaluation

- ▼ Written submittals and Oral presentations will be evaluated to determine each offeror's technical and management capability

- ▼ Oral Presentations will be used to evaluate how offerors would respond to more complex installation scenarios dealing with:
 - Surface ship, submarine, and shore installations
 - Global Task Orders
 - Consolidated (multiple system) installations



Technical and Management Capability Evaluation (Cont.)

- ▼ Government will evaluate the technical and business aspects of management , such as quality and cost controls, management of key/experienced personnel and schedules, retention, attrition, and the execution of installations
- ▼ Government will evaluate the demonstrated understanding of the scope of the technical issues, problems, challenges and possible solutions associated with the envisioned work



Technical and Management Capability Evaluation – Written Submission (Cont.)

- ▼ Three questions that require written answers will be provided with the invitation for the oral presentation
- ▼ Offerors will have 7 calendar days to submit their written answers electronically. Offerors will be allowed a maximum of 2 pages to respond to each question
- ▼ Offerors who do not meet the Gate requirement will not receive an invitation to participate in oral presentations and will not receive the questions for the written portion of the Technical and Management Capability Factor



Technical and Management Capability Evaluation – Oral Presentation (Cont.)

- ▼ Offerors will be given at least two (2) weeks notice for oral presentations. Order will be determined by a lottery performed by the Contracting Officer
- ▼ Offerors will make their oral presentations in person in the greater San Diego area at the location identified by the Government in the notification letter
- ▼ At the date and time scheduled for the oral presentation, offerors will be provided written scenarios and related questions. The scenarios and questions will address general and specific facets of surface ship, submarine, and/or shore installations and may address all three (3) collectively.
- ▼ Each oral presentation is expected to last a complete business day



Technical and Management Capability Evaluation – Oral Presentation (Cont.)

- ▼ The Government will provide note cards, pens, permanent markers and blank flipchart paper for the offeror's presentation team to use during the caucus and the presentations
- ▼ Presentation teams will not be allowed to bring notes, references or other presentation materials for use during the caucus session or the presentation
- ▼ The Government will not provide any computer hardware and/or software, nor will the offeror be permitted to bring any computer hardware and/or software
- ▼ The presentation team will not be allowed to use any communication devices at any time during the caucus session or the presentation
- ▼ Audio recordings of the presentation shall be conducted by the Government for documentation and record keeping purposes



Technical and Management Capability Evaluation – Oral Presentation (Cont.)

- ▼ During oral presentations, offeror teams will be expected to demonstrate breath and depth relative to staffing, tasking, processing, executing, reporting and managing consolidated task orders for installations of C4ISR systems on surface ship, submarine, and shore installations
 - A maximum of nine (9) personnel representing each prime/subcontractor team may participate in the oral presentation
 - Only four (4) key personnel will be authorized to brief the Government team
 - All nine (9) personnel participating in the oral presentation shall be 100 percent committed/priced in the cost proposal
 - One (1) additional person may attend and participate in the ten (10) minute introductory period prior to the oral presentation; however, the additional person will not be able to participate in any part of the oral presentation or caucus session
 - Personnel shall not attend more than one oral presentation or caucus session



Technical and Management Capability Evaluation – Oral Presentation (Cont.)

- ▼ The presentations and questions and answers will not constitute discussions, as defined in FAR 15.306(d), nor will they obligate the Government to conduct discussions or to solicit or entertain any revisions to an offer. If the Government does decide to conduct discussions, the oral presentations will not be addressed.
- ▼ The oral presentations shall not encompass price or cost and fee. Generally, offerors should provide information that demonstrates a clear understanding of the technical requirements of the solicitation's Statement of Work (SOW).



Small Business Participation Evaluation

- ▼ Participation of small business shall meet, at a minimum, three (3) of the five (5) minimum proposed percentages in the table. Each percentage is a percent of the total proposed acquisition value.

- ▼ Small businesses certified in more than small business type may be counted to meet more than one of the minimum proposed percentages.
 - This exception is strictly for the purpose of meeting the minimum percentages in the table. All other calculations for the extent of participation of small business are in terms of proposed total acquisition value, and each small business may only be counted once.

Type of Business	Minimum Proposed % of Total Acq. Value
SDB	6.35%
SDVOSB	3.00%
WOSB	3.10%
HUBZone	1.30%
VOSB	3.00%



Small Business Participation Evaluation (Cont.)

- ▼ It is the intent of the government that the utilization of the small business be meaningful tasking. Therefore the RFP states that for purposes of acceptability, the extent of participation of small business shall be at least fifteen (15) percent of the total proposed acquisition value. Of the proposed fifteen (15) percent at least ten (10) percent of the total proposed acquisition value shall be attributable to direct labor hours.
- ▼ Final RFP (unlike the one previously posted) includes small business participation in the incentive plan



Organizational Past Performance Evaluation

- ▼ Experience will be evaluated for relevance to the type of installation work covered by the SOW

- ▼ The Government will assess the offeror's past performance in the areas of:
 - Quality of Product or Service
 - Schedule
 - Cost Control
 - Business Relationships
 - Customer Satisfaction

- ▼ Evaluation of an offeror's proposal shall be based on the information presented in the proposal and information available to the contracting office from sources deemed appropriate



Organizational Past Performance Evaluation (cont.)

- ▼ The Government may base its judgment about the quality of an offeror's past performance on:
 - Records of objective measurements and subjective ratings of specified performance attributes, if available, and
 - Statements of opinion about the quality of specific aspects of an offeror's performance, or about the quality of an offeror's overall performance

- ▼ A Neutral rating will be assigned if no record of past performance exists



Cost Evaluation

- ▼ Evaluation will be based on the total expected cost of:
 - Material
 - Labor
 - Overhead
 - General and administrative expenses
 - Travel/per diem
 - Contract data
 - Miscellaneous cost items (e.g., miscellaneous subcontracting)

- ▼ A more competitive share ratio or price ceiling ratio, or a combination thereof, will be considered in a potential trade-off analysis

- ▼ Proposed costs may be adjusted, for purposes of evaluation, based on the results of the cost realism evaluation



Highlights of Statement of Work Changes

- ▼ CDRs added for
 - Ship and Shore Production Schedules
 - Site/Platform Preparation Requirements
 - Quality Management System Documentation
 - Security Clearance Information and Monthly Status Reports
- ▼ Standard Form / Database for the Task Order (TO) Close-Out Report
- ▼ Electrical Safety Requirements added
- ▼ SOW scope (Systems) clarified
 - Command, Control, Communications, Computers, Intelligence, Surveillance and Reconnaissance
 - Inertial navigation
 - Enterprise information
- ▼ Change Order Request Notification (CORN) process detailed



Highlights of Personnel Qualifications Changes

- ▼ Degree requirements eliminated for Program Manager (One Key Position) and Project Managers (3 Key Positions)
- ▼ Blanket Security Clearance Requirement for Draftsmen removed
- ▼ Blanket requirements for most certifications replaced with a requirement for certifications when applicable to the work being performed. Some blanket certification/credential requirements retained due to policy and practical considerations.
- ▼ Two new levels of Administrative Assistant added
- ▼ Two (2) levels of Heating, Ventilation, and Air Conditioning Mechanic
- ▼ Powder Coat Applicator and Painter positions separated
- ▼ Maintenance Trade Helper position added



Highlights of Prime & Subcontractor Pricing Model Changes (Attachments 6A and 6B)

- ▼ Positions added to the Personnel Qualifications also added to the pricing model
- ▼ Most Administrative Assistant, Drafting, Supply Technician, and Warehouse Specialist labor hours moved to the Contractor's site
- ▼ Some Machinist and Sheet Metal Worker Labor Hours were moved to the Contractor's Site
- ▼ An offeror may propose additional hours, labor categories or rates, but their proposal shall at least meet the established minimums as set forth in Attachments 6A and 6B. No re-distribution of the Government provided hours is allowed.
- ▼ Total Employee Compensation Plan to be added



Part II

General Advice



If You Remember Nothing Else...

- ▼ Read the solicitation – all of it (even the boring parts)
- ▼ Reread the solicitation – all of it
- ▼ Review Attachment 10 – Proposal Submittal Checklist
- ▼ Prepare your proposal, then have someone (not the preparer) check the proposal against the solicitation requirements
- ▼ **Submit your proposal ON TIME: DO NOT WAIT UNTIL THE LAST MINUTE TO UPLOAD YOUR PROPOSAL**
 - Note: All Proposals will be uploaded to the e-commerce web site. No CD or mail delivery will be allowed.



Understand the Ground Rules

- ▼ Federal regulations require the acquiring activity to inform all offerors of the criteria, and their relative importance, that will be used to evaluate proposals (Section M)
- ▼ Government evaluators may only evaluate the proposal against the criteria listed in Section M
- ▼ Government evaluators may only evaluate a proposal using the information provided within the proposal itself
 - The only exception is information relating to past performance



Follow the Instructions

- ▼ Section L tells you how the Government expects you to put your proposal together (e.g., how many volumes, what to put into those volumes, how many pages, etc.)
 - This is not the time to get creative – if information is requested in Section 1 of Volume 2, put it there (or at least provide a cross reference to where you DID put it) - don't make the evaluator have to hunt for information
 - Ensure that you complied with any page limitations - Government evaluators are not allowed to review any pages in excess of the limitation and PCOs frequently remove these pages before giving them to the technical evaluators to ensure they are not reviewed



Understand the “Grading System”

- ▼ Read Section M very carefully
 - It contains the criteria that will be used to evaluate your proposal
 - It specifies the relative importance of those criteria
 - It (frequently) provides information on how the criteria will be applied (e.g., what constitutes an outstanding vice satisfactory rating)

- ▼ Use this information when deciding where and how to focus the efforts of your proposal writing team



Writing Your Proposal

- ▼ Determine who is going to write the proposal (an individual, a team?)
- ▼ Ensure that everyone involved with the proposal understands the requirements, the evaluation factors and the proposal instructions
 - If you are unsure of something in the solicitation, get clarification, in writing, from the PCO BEFORE the solicitation closes
- ▼ Decide how you are going to allocate time and resources (use the evaluation criteria as your guide)



Writing Your Proposal (cont.)

- ▼ Put your best effort forward the first time – never assume that you will be given an opportunity to have discussions/fine tune your proposal
 - Taking exception/putting conditions on your proposal is a risky business and may make your proposal unacceptable

- ▼ Ensure that your cost/price proposal is a reasonable reflection of your technical proposal
 - This admonition is particularly important for any cost type contract where the Contracting Officer must assess whether your cost proposal is a REALISTIC representation of your technical approach



Writing Your Proposal (cont.)

- ▼ Have someone who was not involved with writing/assembling the proposal review it against the solicitation to ensure that ALL of the requirements of the solicitation were addressed and/or followed
- ▼ Ensure your proposal is signed and that it includes an acknowledgement of the receipt and acceptance of all the solicitation amendments (Review the Checklist)
- ▼ Make sure your proposal is submitted ON TIME



After the Award Decision

- ▼ Request a debriefing
 - To ensure that you get a debriefing, it must be requested, in writing, within 3 days of being notified of the award decision

- ▼ Debriefings can be a learning opportunity
 - Solicit information on what you can improve on for next time

Part III, Questions/Comments

