



UNRAVELING THE MYSTERY OF THE PEO STRI SOURCE SELECTION PROCESS

Presented by:

PEO STRI Source Selection Advisory Team (SSAT)

November 29, 2011: 4:00-5:30

November 30, 2011: 3:00-5:00



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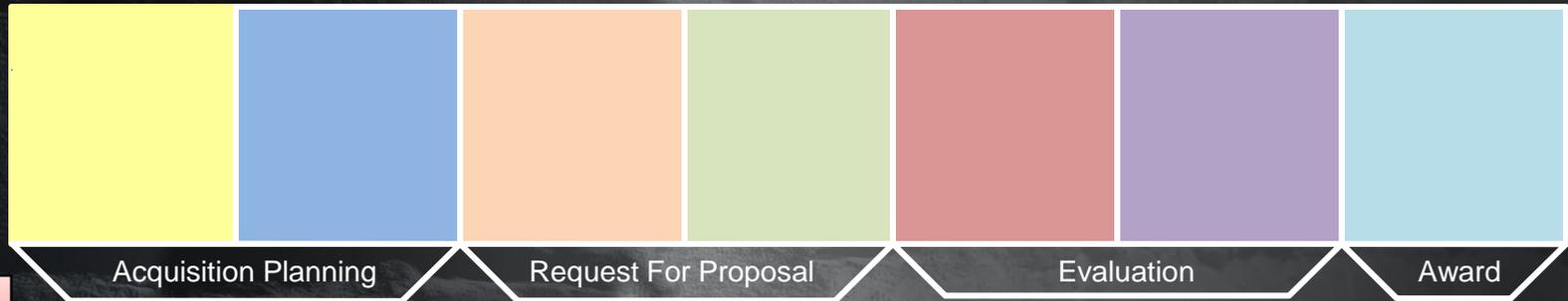
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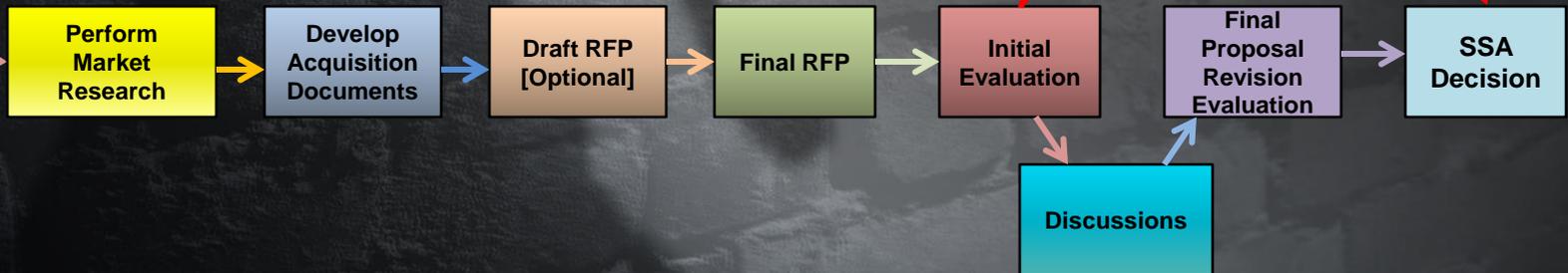
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The Acquisition Process



Requirement Identified



Chapter 1: Acquisition Planning



- Market Research is a continuous process:
 - During the early market research phase, industry may communicate directly with the Program Management Office (PMO).
 - Methods: Request for Information (RFI), Request for White Paper (RFP), Industry Days, Sources Sought, One-on-Ones, Demonstrations, Oral Presentations...
- Source Selection Evaluation Board (SSEB) members are appointed;
 - The SSAT provides “Phase I - Presolicitation and Preproposal Training” to each SSEB.

Clue: Submit a White Paper in response to a request, even if you can only do part of the requirement. Market research information is protected under FAR 3.104 (Source Selection Information) and the Procurement Integrity Act.



Chapter 1: Acquisition Planning, cont'd



- Acquisition documents are prepared:
 - Acquisition Plan/Acquisition Strategy:
 - Independent Government Cost Estimate;
 - Schedule;
 - Market Research;
 - Risk Assessment;
 - Security Considerations;
 - Contract Administration;
 - Etc...
 - Statement of Work/Specification;
 - Contract Data Requirements List (CDRLs);
 - Solicitation, including evaluation criteria and rating scheme;
 - Two options: separate or combined technical rating and risk assessment.

Clue: Tell us what we don't know; address the specific requirement.



Chapter 2: Request For Proposals



- Draft Request for Proposal (DRFP) [Optional]:
 - During this phase, communications go through the PCO so that all comments and questions, as applicable, can be incorporated into the Final Request for Proposal (RFP).
 - Preproposal conferences/Site Visits, etc may be conducted at this time.
 - The DRFP must be reviewed by Legal (Sections B, L, and M).
- After Legal review, the Solicitation Review Board Peer Review (SRB) is conducted prior to release of the Final RFP to industry.
 - SRB: For all solicitations \geq \$6.5M, minimum 5 days for review.

Clue: Confidential business strategies will not be disclosed at any time, per FAR 15.201.



Chapter 2: Request For Proposals, cont'd



- Final RFP:
 - Communications *must* go through the PCO.
 - Generally, comments and questions from industry are still encouraged.
 - If only one offer is received, the Government may require additional information if a determination of price reasonableness cannot be made.
- Proposal Submission:
 - Submit your proposal in accordance with the specific instructions in the solicitation.
 - The prime is responsible for the entire proposal, including subcontractors.

Clue: Ask all questions before submitting your proposal.



Chapter 3: Evaluation



A look inside the Evaluation Process:

- Prior to evaluations, the SSAT conducts “Phase II – Evaluation Training” with each SST.
- Once proposals are received, an initial screening for responsiveness and compliance is conducted.
- Team members complete an independent evaluation and then Factor Leads facilitate a team consensus for each factor and/or subfactor.
- Each evaluation team completes all evaluations for an offeror before the team moves onto the next offeror.

Clue: A best value feature must satisfy the requirement, provide benefit to the Government, and warrant a price premium.





Chapter 3: Evaluation, cont'd

A look inside the Evaluation Process (cont'd):

- Team consensus evaluations result in the Proposal Evaluation Report (PER).
- The competitive range determination or decision to award without discussions is made by the Source Selection Authority (SSA) (requires approval of a business clearance).
 - A peer review is required prior to requesting Final Proposal Revisions (FPR).
- The FPR evaluations result in the Final PER.

Clue: Use of pictures/graphs/diagrams may be beneficial if they enhance or clarify the narrative provided in the proposal.



Chapter 3: Evaluation, cont'd



Additional evaluation information:

- Identity of the evaluation team members is Source Selection Sensitive and protected by FAR 3.104.
- The factor leads, SSA, and PCO are assigned based on their expertise and experience.
- Evaluation teams work in a secure, secluded area and the Source Selection is their priority.
- While proposals are ONLY evaluated against the evaluation criteria, all requirements of the resultant contract must be performed.
- Non-cost evaluators are not privy to the cost/price volume.

Clue: Evaluation time varies depending upon the number of proposals received, the evaluators, and most importantly, the quality and clarity of the proposals.





Chapter 4: Award

- The SSEB Chair briefs the SSA (or Source Selection Advisory Council (SSAC), if applicable):
 - SSAC – A separate and independent advisory council;
Required for Part 15 procurements >\$100M;
Provides a recommendation to the SSA.
 - SSEB – Does not provide a recommendation to the SSA, unless specifically requested by the SSA.
- The SSA chooses the successful offeror based on best value, in an independent, comparative analysis (either tradeoff analysis or Lowest Price Technically Acceptable [LPTA]).

Clue: Submit your best offer, first!





Chapter 4: Award

- A business clearance documents the decision and process.
- After Legal review, the Contract Review Board Peer Review (CRB) is conducted prior to award.
- Congressional notification is required for new awards (three days).
- The successful offeror is typically notified by phone and the contract document is emailed for the contractor's review and signature.

Clue: The same peer review team is used for both the SRB and CRB.



PCO Panel Discussion



- Ginger Rosacia – SSAT Team Lead and PCO
- Pat Cole-Soucy – KOV Team Lead and PCO
- Leslie Nolin – KOL Team Lead and PCO
- Lisa Parker – KOL Team Lead and PCO
- Milt Washington – KOP Team Lead and PCO
- Judi Willis – KOT Team Lead and PCO