



How Source Selections Are Conducted

WR-ALC/XPQ ACE

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Integrity - Service - Excellence

Acquisition Center of Excellence

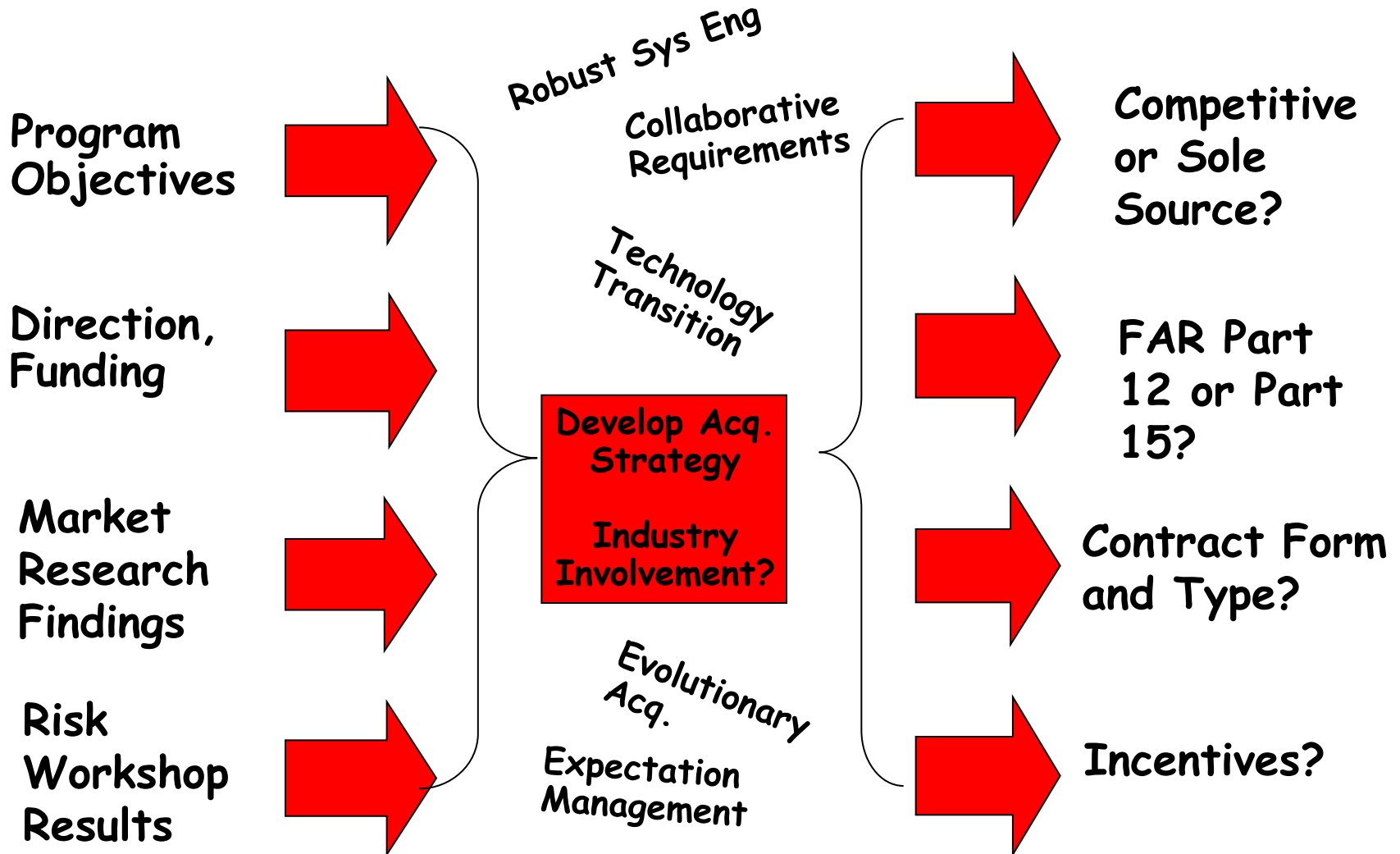
Overview

- ◆ ACE Organization
- ◆ Acquisition Planning/Acquisition Strategy
- ◆ Industry Involvement
- ◆ Market Research
- ◆ Risk Assessment
- ◆ Source Selections

Acquisition Center of Excellence

- **Composition of Acquisition Center of Excellence (ACE) Office**
 - ◆ **Multi-functional organization comprised of an experienced program manager, engineer, and contracting officers with source selection expertise**
- **Provide support in these areas:**
 - ◆ **Acquisition Planning/Acquisition Strategy**
 - ◆ **Market Research/Early Industry Involvement**
 - ◆ **Source Selections**

Acquisition Strategy Foundations



Acquisition Strategy

◆ PROGRAM OBJECTIVES:

- ◆ What are the cost, schedule, performance objectives and risks?

◆ DIRECTION/FUNDING:

- ◆ Do we have official direction and funds allocated?
- ◆ What is the precedence/ACAT level?
- ◆ Is my requirement overstated in a way that might preclude commercial items?

◆ MARKET RESEARCH FINDINGS:

- ◆ Is there a competitive market for the effort?
- ◆ What does the market place offer?
- ◆ Do commercial items meet the requirement?
- ◆ Should there be a set-aside for small business?
- ◆ What are the customary commercial practices for buying the item?

◆ RISK WORKSHOP RESULTS:

- ◆ What are the high risk program elements?
- ◆ How will risks be mitigated?
- ◆ What are the risks of not achieving the users requirements?
- ◆ What contract type is appropriate given the risks?

Industry/User Involvement

- **Industry is the customer of the RFP**
- **The user is the customer of the eventual product or service produced by industry in order to meet government requirements.**
- **Leaving either out of the early phases of the competitive process is short sighted, and will likely lead to surprises during source selection or contract execution.**
- **Involve all stakeholders in**
 - ◆ **Market research**
 - ◆ **Risk Assessment**
 - ◆ **Development of requirements document**

Market Research

- **Expand Use Of Commercial Item Solutions And Commercial Practices**
- **Identify Emerging Technologies**
- **Address Current Obsolescence Issues**
- **Expand Use Of Non-developmental Item Solutions**
- **Assist In The Development Of Your Acquisition Strategy:**
 - ◆ **Tailor Contract Terms And Conditions**
 - ◆ **Identify Small Business Opportunities**
 - ◆ **Promote Best Value Acquisitions**
 - ◆ **Provide A Good Understanding Of The Market Sector**

Market Research Techniques

- **Update Past Market Research**
- **Review Similar Market Research Reports on File**
- **Issue Surveys and Questionnaires (Sources Sought & RFI)**
- **Conduct Site Visits**
- **Perform Internet Searches**
- **Host Industry Days**
- **Contact Small Business/Source Development Office**
- **Review Trade Journals**
- **Contact Professional Societies**
- **Attend Trade Shows**
- **Cold Calling (Yellow Pages)**
- **Contact Professional Contacts**

Note: The above list is not all inclusive of standard market research techniques.

Market Research

Top Five Recommended Sites

- **Contractor Central Registration:** Government search engine which provides access to Small Business Administration Search Engine (SBA-PRONET).
- **GSA Advantage:** Government search engine with millions of products and services loaded into their database. Products and services are arranged in common schedules and a GSA contracting officer is assigned to each schedule. Businesses are easily identified by large, small or 8a classifications.
- **Thomas Register:** Comprehensive online resource for finding companies and products manufactured in North America.
- **Test Mart:** Excellent search engine for commercial test equipment and accessories. Provides detailed specifications and performance requirements on most products.
- **GSA Global Supply:** GSA Global Supply is your one-stop source for all your military and agency support needs, from new Tools and Fire Fighting equipment to Office Supplies.

Early Industry Involvement

- **Early Industry Involvement (EII)**
 - ◆ **Sources Sought Synopsis**
 - ◆ **Requests for Information**
 - ◆ **Industry Day/Risk Workshop**
 - ▶ **One-on-One Meetings with Potential Offerors**
 - ◆ **Draft Request for Proposals (RFP)**
 - ◆ **Pre-solicitation Conference**

Risk Assessment

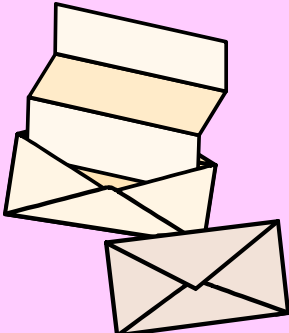


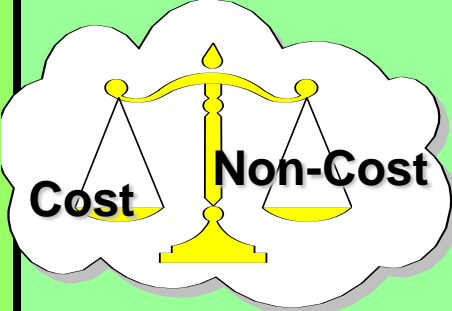
- **Defined:** An analysis of the pre-mitigated risks associated with the successful completion of required tasks. These include cost, schedule, and performance requirements, and their interrelationships.
- **Benefits**
 - ◆ Those risks considered “high” should be considered as viable discriminators when developing evaluation factors, and in determining the appropriate acquisition strategy.
 - ◆ Helps focus the RFP and the resultant contract on what’s important
- **Risk Assessment Workshop**
 - ◆ Industry and war fighter full participants
 - ◆ Group Systems Collaborative Environment software
 - ◆ Decision Support Center (Bldg 255/Room 107)

What Is Source Selection?

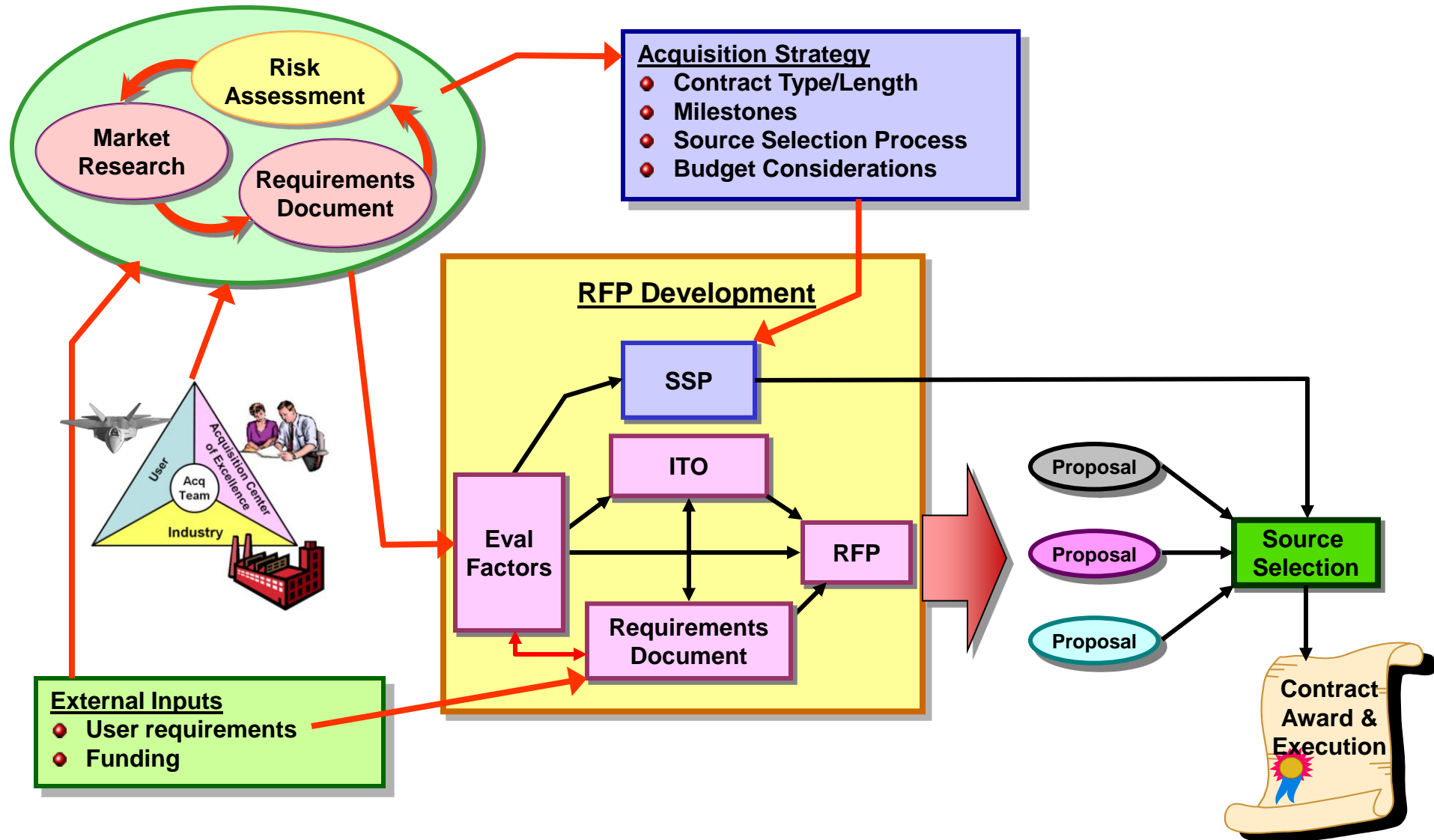
- **Competitive negotiated acquisitions**
- **Source Selection Procedures are addressed in FAR Part 15 - Contracting by Negotiation, and Supplements**
- **FAR Part 15.002(b) - These procedures are intended to:**
 - ◆ **Minimize complexity of the solicitation, evaluation and the source selection decision**
 - ◆ **Foster an impartial and comprehensive proposal evaluation**
 - ◆ **Lead to selection of the proposal representing the best value to the Government**

The Best Value Continuum



FAR Part 8 and 12			
FAR Part 13 & 14	FAR Part 15 and AFFARS		
<p>Simplified & Sealed Bid (Price Only)</p> 	<p>LPTA Low-Price/ Technically Acceptable</p>  <p>Low Price</p>	<p>PPT Performance/ Price Trade-Off</p> <p>Tech Acceptable</p>  <p>Trade-off</p>	<p>Full Trade-Off</p> 

Source Selection Activities



Source Selection Process

- **There are various types of source selection processes that are utilized at Robins AFB:**
 - ◆ **Lowest Price Technically Acceptable (LPTA)**
 - ◆ **Performance Price Tradeoff (PPT)**
 - ◆ **Technically Acceptable Performance Price Tradeoff (TA-PPT)**
 - ◆ **Technically Acceptable Risk Performance Price Tradeoff (TA-RPPT)**
 - ◆ **Full Tradeoff (FTO)**
- **Based upon the discriminators identified through the acquisition strategy development and risk assessment process, one of these source selection techniques will be chosen.**

Request for Proposals (RFP)

KEY FOCUS:

- **Instructions to Offerors (L):** Tells the Offerors what information to submit under each evaluation factor, includes proposal preparation instructions, format and page limitations.
- **Evaluation Basis for Award (M):** Tells the Offerors how that submitted information will be evaluated. Must evaluate everything you ask for in L. Must determine that offeror meets all RFP requirements.
- **There should be a clear relationship between L&M and the technical requirements document.**

Evaluation Factors

- **Specific characteristics that are tied to significant requirements having an impact on the source selection decision**
 - ◆ **Expected to be discriminators between the proposals**
- **Uniform baseline against which an offeror's solution is evaluated to determine its value to the Government**
- **Established specifically for each source selection**
 - ◆ **Written by evaluation team**
 - ◆ **Derived from market research and risk assessment**
 - ◆ **Approved by Source Selection Authority**
- **The RFP shall state whether all evaluation factors other than cost/price, when combined, are significantly more important, approximately equal to, or significantly less important than cost/price.**

Lowest Price Technically Acceptable (LPTA) Process

- **Evaluation factors: Technical, Cost/Price**
- **Instructions to Offerors (Section L): Identifies the technical acceptability criteria and what offerors should submit.**
- **Evaluation Basis For Award (Section M): Describes when technical acceptability is met. Technically Acceptable/Technically Unacceptable criteria established here.**

LPTA Evaluation Steps

Past Performance normally becomes a part of the contracting officer's responsibility determination under FAR 9.1

- **Tradeoffs are not permitted**
- **Award to the lowest price technically acceptable offeror**

Performance Price Tradeoff (PPT)

- **Evaluation Factors: Past Performance, Cost/Price**
- **No Technical Volume Is Required/No Technical Evaluation**
- **Present/Past Performance Volume Is Required/Evaluated**
- **Tradeoffs Between Past Performance And Cost/Price**
 - ◆ **May award to other than the low offeror based on higher performance confidence**

Technically Acceptable- Performance Price Tradeoff (TA-PPT)

- **Evaluation Factors: Technical, Past Performance, Cost/Price**
- **Technical Volume Is Required**
 - ◆ **Technical is Evaluated as “Pass/Fail”**
 - ▶ **Establish Technical Acceptability Criteria**
 - ▶ **Offeror Must Pass All Criteria to be Considered Technically Acceptable**
 - ▶ **Proposal Risk Considered in the Technical Acceptability Determination**
- **Present/Past Performance Volume Is Required/Evaluated**
- **Tradeoffs Between Past Performance/Price Among Technically Acceptable Offerors**
 - ◆ **Technically acceptable proposals are first determined. Then, tradeoffs are made between price and past performance to determine successful offeror**

Technically Acceptable-Risk/ Performance/Price Tradeoff (TA-RPPT)

- **Evaluation Factors: Technical, Proposal Risk, Past Performance, Cost/Price**
- **Technical Volume Is Required**
 - ◆ **Technical Is Evaluated as “Pass/Fail”**
 - ▶ **Establish Technical Acceptability Criteria**
 - ▶ **Offeror Must Pass All Criteria to be Considered Technically Acceptable**
- **Proposal Risk Assessed as a Separate Evaluation Factor**
- **Present/Past Performance Volume Is Required/Evaluated**
- **Tradeoffs Between Proposal Risk/Past Performance/Price Among Technically Acceptable Offerors**
 - ◆ **Technically acceptable proposals are first determined. Then, tradeoffs are made between proposal risk, past performance and price to determine successful offeror**

Full Tradeoff (FTO)

- **Evaluation Factors: Mission Capability (Technical), Proposal Risk, Past Performance, Cost/Price**
- **Mission Capability (Technical) Volume Is Required**
 - ◆ **Technical Is Evaluated Utilizing Color Ratings**
 - ▶ **Establish Mission Capability Factor/Subfactor Evaluation Criteria**
- **Proposal Risk Assessed as a Separate Evaluation Factor**
- **Present/Past Performance Volume Is Required/Evaluated**
- **Tradeoffs Between Mission Capability, Proposal Risk, Past Performance and Price**
 - ◆ **Will take into consideration which evaluation factors other than cost/price, when combined, are significantly more important, approximately equal to, or significantly less important than cost/price (as stated in M).**

Matrix

Activities/Documents

Technical Evaluated

Proposal Risk Evaluated

Past Performance Evaluated

Price Evaluated

Tradeoffs

SSDD required

LPTA	PPT	TA-PPT	TA-RPPT	FTO
Pass/ Fail	N/A	Pass/ Fail	Pass/ Fail	Color
No	No	Yes	Yes	Yes
Optional	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes
No	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes

Summary

- **Each Source Selection is unique.**
- **Acquisition Planning, Market Research, and Industry Involvement are key to success.**
- **The ACE's advice and assistance during the acquisition process are directed toward speeding the delivery of required, affordable, capable products and improving credibility in execution.**