



SPECIAL OPERATIONS FORCES INDUSTRY CONFERENCE

Table Exchange
Contract Officers &
Program Managers
SOF AT&L



SPECIAL OPERATIONS FORCES ACQUISITION, TECHNOLOGY, AND LOGISTICS

L&M Exchange Approach

- SOF AT&L has invested substantially in training its workforce to communicate better with industry, specifically with developing RFP Sections L & M to ensure it effectively communicates the Government's proposal instructions, evaluation criteria, and best value.
- A PM and KO is hosting industry at each table.
 - This exchange is to allow industry an opportunity to provide recommendations to the Government to improve the way we develop solicitations/request for proposals and how the Government can improve our communication with industry on our requirements;
 - To conduct roundtable exchanges with attendees on Sections L and M of USSOCOM Request For Proposals, highlighting keys to submitting successful proposals and/or the 2016 DoD source selection procedures;
 - To receive valuable industry feedback on source selection experiences
- We want to have a discussion beyond the usual Do's and Don'ts list

Keys To Submitting Successful Proposals

- Early Requirement Analysis
 - Source Sought/RFI Synopsis & Market Survey Analysis Response
 - Quantity, delivery, acquisition strategy, qualification requirements
 - Attend all Industry Days
 - <http://www.socom.mil/sordac/Pages/NavRollUp.aspx#DoingBusiness>
- Conduct Thorough Review of Solicitation
 - RFP, SOW, SPEC, DD254, CDRLs, other attachments
 - Understanding Qualifying or Go/No-Go Criteria; complete “fill-ins”
 - Prepare proposal following Section L instructions with M in mind
 - Recognize and Understand Basis for Award and Evaluation Criteria
 - Keep an eye on FedBizOpps updates (set alerts)
 - Ask questions early

Keys To Submitting Successful Proposals

- Identify Source Selection Process and Technique
 - DoD Source Selection Procedures 2016
 - <http://www.acq.osd.mil/dpap/policy/policyvault/USA004370-14-DPAP.pdf>
 - Basis for Award, Evaluation Factors
- Conduct an Independent Evaluation
- Follow Instructions and Timely Submit the Required Material

DoD Source Selection Procedures 2016

- Effective 1 Apr 2016 and rescinds the 4 Mar 2011 SSP and provides DoD procedures for conducting competitively negotiated source selections with an estimated value >\$10M.
 - Solicitations that had a SSA approved Plan prior to 1 May 2016 may still be utilizing the 4 Mar 2011 procedures.
 - Same exceptions still apply with one minor change for commercial items (Pgs 1-2)
- Revision focuses on expanding the discussion of both Tradeoff and Lowest Price Technically Acceptable source selection procedures consistent with Better Buying Power initiatives, evaluation methodologies, updating statutory and regulatory references, and incorporating best practices obtained through DPAP peer reviews. The main changes are outlined on the following charts.
- For solicitations valued at \$1 billion or more, waivers to provisions required by paragraph 1.2 of this document may only be approved with the express, written permission of the Director, Defense Procurement and Acquisition Policy (DPAP). Waivers for solicitations valued below \$1 billion must be approved by the Senior Procurement Executive (SPE). The SPE may set lower internal dollar thresholds for use of these procedures as appropriate.
- You can access a copy of these procedures at the following location:
<http://www.acq.osd.mil/dpap/policy/policyvault/USA004370-14-DPAP.pdf>

Most Significant Changes

- Expanded best value evaluation techniques and process descriptions and techniques. Adds new Appendix B on Tradeoff Source Selection Processes.
- These tradeoff processes are distinguished from LPTA source selections by permitting the SSA to consider award to other than the lowest evaluated priced offeror or other than the highest technically rated offer. The methodologies described in this appendix are the Subjective Tradeoff and Value Adjusted Total Evaluated Price (VATEP) Tradeoff techniques.
 - **Subjective Tradeoff (What is used primarily today/attempting to better define).** The subjective tradeoff process identifies in the RFP all evaluation factors and significant subfactors that will affect contract award by clearly stating their *relative* importance in the solicitation (FAR 15.204-5(c)).
 - **Value Adjusted Total Evaluated Price (VATEP)** – The VATEP technique monetizes different levels of performance that may correspond to the traditional requirements process of defining both threshold (minimum) and objective (maximum) performance and capabilities. It identifies in the RFP the percentage price increase (or dollar amount) the Government is willing to pay for measureable levels of performance between threshold (minimum) and objective (maximum) criteria (e.g., Probability of Hit, specific operational ranges, etc.).

Most Significant Changes (con't)

- Refines technical acceptability criteria when using Lowest Price Technically Acceptable (LPTA) process and realigns the LPTA guidance from Appendix A to Appendix C.
- Modifies Rating Methodologies for both Technical and Past Performance.
- Expands discussion of Source Selection Team (SST) Roles and Responsibilities and adds roles of legal counsel, cost/pricing experts, small business, program manager, and the requirements owner.
- Adds Small Business ratings table if evaluated separately and not as part of a technical factor or subfactor
- Updates statutory and regulatory references, updates/adds new definitions and includes best practices obtained through peer/component reviews.
- Beneficial Aspects of the proposal shall be incorporated into the contract.

Lowest Price Technically Acceptable

Table A-1. Technical Acceptable/Unacceptable ratings – **PREVIOUS**

Rating	Description
Acceptable	Proposal <i>clearly</i> meets the <i>minimum</i> requirements of the solicitation.
Unacceptable	Proposal does not <i>clearly</i> meet the <i>minimum</i> requirements of the solicitation.

Table C-1. Technical Acceptable/Unacceptable Rating Method – **NEW**

Adjectival Rating	Description
Acceptable	Proposal meets the requirements of the solicitation.
Unacceptable	Proposal does not meet the requirements of the solicitation.

Table A-2. Past Performance Evaluation Ratings – **PREVIOUS**

Rating	Description
Acceptable	Based on the offeror's performance record, the Government has a reasonable expectation that the offeror will successfully perform the required effort, or the offeror's performance record is unknown. (See note)
Unacceptable	Based on the offeror's performance record, the Government has no reasonable expectation that the offeror will be able to successfully perform the required effort.

Table C-2. Past Performance Acceptable/Unacceptable Rating Method – **NEW**

Adjectival Rating	Description
Acceptable	Based on the offeror's performance record, the Government has a reasonable expectation that the offeror will successfully perform the required effort, or the offeror's performance record is unknown. (See note)
Unacceptable	Based on the offeror's performance record, the Government does not have a reasonable expectation that the offeror will be able to successfully perform the required effort.

Updated Technical Rating

Methodology 1 – Separate Ratings

PREVIOUS RATINGS

Table 2. Technical Rating

Color	Rating	Description
Blue	Outstanding	Proposal <i>meets requirements and</i> indicates an exceptional approach and understanding of the requirements. <i>The proposal</i> contains multiple strengths <i>and no deficiencies</i>
Purple	Good	Proposal <i>meets requirements and</i> indicates a thorough approach and understanding of the requirements. <i>Proposal</i> contains at least one strength <i>and no deficiencies</i>
Green	Acceptable	Proposal <i>meets requirements and</i> indicates an adequate approach and understanding of the requirements. <i>Proposal has no strengths or deficiencies</i>
Yellow	Marginal	Proposa <i>does not clearly meet requirements and</i> has not demonstrated an adequate approach and understanding of the requirements.
Red	Unacceptable	Proposal does not meet requirements and contains one or more deficiencies and is unawardable.

UPDATED RATINGS

Table 2A. Technical Rating Method

Color Rating	Adjectival Rating	Description
Blue	Outstanding	Proposal indicates an exceptional approach and understanding of the requirements and contains multiple strengths.
Purple	Good	Proposal indicates a thorough approach and understanding of the requirements and contains at least one strength.
Green	Acceptable	Proposal indicates an adequate approach and understanding of the requirements.
Yellow	Marginal	Proposal has not demonstrated an adequate approach and understanding of the requirements.
Red	Unacceptable	Proposal does not meet requirements of the solicitation and, thus , contains one or more deficiencies and is unawardable.

Updated Technical Risk Rating

Methodology 1 – Separate Ratings

PREVIOUS RATINGS REQUIRED FOR SEPARATE TECHNICAL/RISK EVALUATION	
Table 3. Technical Risk Ratings	
Rating	Description
Low	Has little potential to cause disruption of schedule, increased cost or degradation of performance. Normal contractor effort and normal Government monitoring will likely be able to overcome any difficulties.
Moderate	Can potentially cause disruption of schedule, increased cost or degradation of performance. Special contractor emphasis and close Government monitoring will likely be able to overcome difficulties.
High	Is likely to cause significant disruption of schedule, increased cost or degradation of performance. Is unlikely to overcome any difficulties, even with special contractor emphasis and close Government monitoring.

UPDATED RATINGS REQUIRED FOR SEPARATE OR COMBINED TECHNICAL/RISK FACTORS.	
Table 2B. Technical Risk Rating Methods	
Rating	Description
Low	Proposal contains weakness(es) which have little potential to cause disruption of schedule, increased cost or degradation of performance. Normal contractor effort and normal Government monitoring will likely be able to overcome any difficulties.
Moderate	Proposal contains a significant weakness or combination of weaknesses which may potentially cause disruption of schedule, increased cost or degradation of performance. Special contractor emphasis and close Government monitoring will likely be able to overcome difficulties.
High	Proposal contains a significant weakness or combination of weaknesses which is likely to cause significant disruption of schedule, increased cost or degradation of performance. Is unlikely to overcome any difficulties, even with special contractor emphasis and close Government monitoring.
Unacceptable	Proposal contains a material failure or a combination of significant weaknesses that increases the risk of unsuccessful performance to an unacceptable level.

Updated Technical Rating

Methodology 2 – Combined

PREVIOUS RATINGS

Table 2. Technical Ratings

Color	Rating	Description
Blue	Outstanding	Proposal <i>meets requirements and</i> indicates an exceptional approach and understanding of the requirements. <i>Strengths far outweigh any weaknesses.</i> Risk of unsuccessful performance is very low.
Purple	Good	Proposal <i>meets requirements and</i> indicates a thorough approach and understanding of the requirements. <i>Proposal contains strengths which outweigh any weaknesses.</i> Risk of unsuccessful performance is low.
Green	Acceptable	Proposal meets requirements and indicates an adequate approach and understanding of the requirements. <i>Strengths and weaknesses are offsetting or will have little or no impact on contract performance.</i> Risk of unsuccessful performance is no worse than moderate.
Yellow	Marginal	Proposal <i>does not clearly meet requirements and</i> has not demonstrated an adequate approach and understanding of the requirements. <i>The proposal has one or more weaknesses which are not offset by strengths.</i> Risk of unsuccessful performance is high.
Red	Unacceptable	Proposal does not meet requirements and contains one or more deficiencies. Proposal is unawardable.

UPDATED RATINGS

Table 2A. Technical Rating Method

Color	Adjectival	Description
Blue	Outstanding	Proposal indicates an exceptional approach and understanding of the requirements and contains multiple strengths , and risk of unsuccessful performance is low.
Purple	Good	Proposal indicates a thorough approach and understanding of the requirements and contains at least one strength , and risk of unsuccessful performance is low to moderate .
Green	Acceptable	Proposal meets requirements and indicates an adequate approach and understanding of the requirements, and risk of unsuccessful performance is no worse than moderate.
Yellow	Marginal	Proposal has not demonstrated an adequate approach and understanding of the requirements, and/or risk of unsuccessful performance is high.
Red	Unacceptable	Proposal does not meet requirements of the solicitation, and thus , contains one or more deficiencies, and/or risk of unsuccessful performance is unacceptable . Proposal is unawardable.

Updated Performance Confidence Assessment Ratings

PREVIOUS RATINGS

UPDATED RATINGS

Table 5. Past Performance Confidence Assessments.

Table 5. Performance Confidence Assessments Rating

Rating	Description
Substantial Confidence	Based on the offeror's recent/relevant performance record, the Government has a high expectation that the offeror will successfully perform the required effort.
Satisfactory Confidence	Based on the offeror's recent/relevant performance record, the Government has a reasonable expectation that the offeror will successfully perform the required effort.
Limited Confidence	Based on the offeror's recent/relevant performance record, the Government has a low expectation that the offeror will successfully perform the required effort.
No Confidence	Based on the offeror's recent/relevant performance record, the Government has no expectation that the offeror will be able to successfully perform the required effort.
Unknown -Confidence (Neutral)	No recent/relevant performance record is available or the offeror's performance record is so sparse that no meaningful confidence assessment rating can be reasonably assigned.

Rating	Description
Substantial Confidence	Based on the offeror's recent/relevant performance record, the Government has a high expectation that the offeror will successfully perform the required effort.
Satisfactory Confidence	Based on the offeror's recent/relevant performance record, the Government has a reasonable expectation that the offeror will successfully perform the required effort.
Neutral Confidence	No recent/relevant performance record is available or the offeror's performance record is so sparse that no meaningful confidence assessment rating can be reasonably assigned. The offeror may not be evaluated favorably or unfavorably on the factor of past performance.
Limited Confidence	Based on the offeror's recent/relevant performance record, the Government has a low expectation that the offeror will successfully perform the required effort.
No Confidence	Based on the offeror's recent/relevant performance record, the Government has no expectation that the offeror will be able to successfully perform the required effort.

Small Business Rating Evaluation - New

Table 6. Small Business Rating Method		
Color	Rating	Description
Blue	Outstanding	Proposal indicates an exceptional approach and understanding of the small business objectives.
Purple	Good	Proposal indicates a thorough approach and understanding of the small business objectives.
Green	Acceptable	Proposal indicates an adequate approach and understanding of the small business objectives.
Yellow	Marginal	Proposal has not demonstrated an adequate approach and understanding of the small business objectives.
Red	Unacceptable	Proposal does not meet small business objectives.