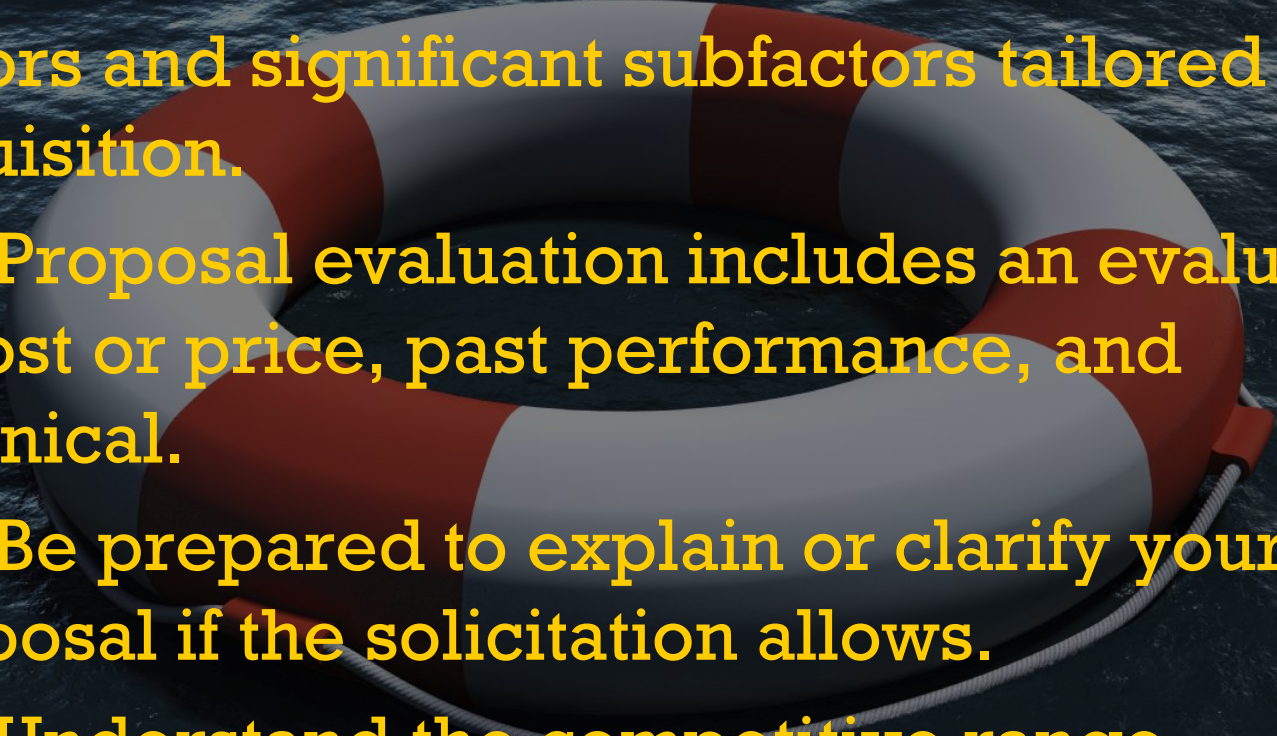


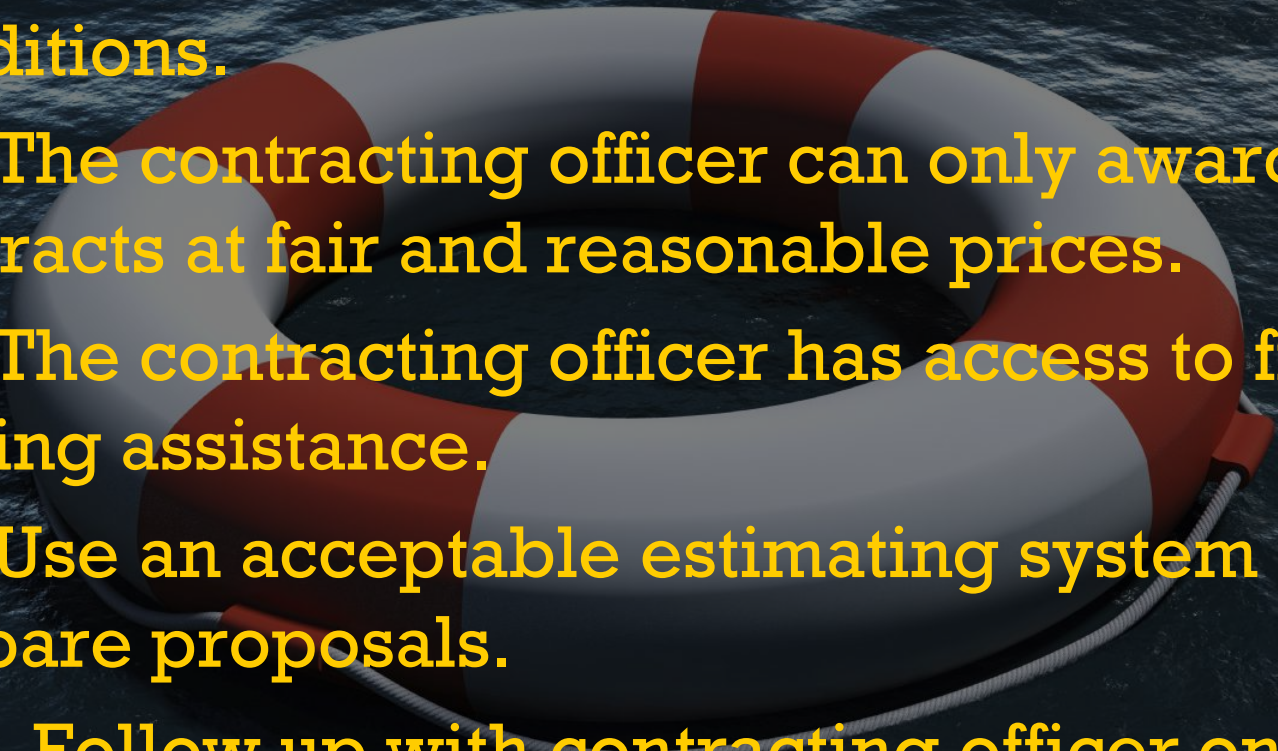
Don't Let These 10 ROCs Sink Your Contract Chances



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Coherent Contracts, LLC**

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- 1—Best value drives the bargain.
 - 2—Contracts are awarded based on evaluation factors and significant subfactors tailored to the acquisition.
 - 3—Proposal evaluation includes an evaluation of cost or price, past performance, and technical.
 - 4—Be prepared to explain or clarify your proposal if the solicitation allows.
 - 5—Understand the competitive range.

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- 6—Your proposal can be revised after submission to the Government under certain conditions.
 - 7—The contracting officer can only award contracts at fair and reasonable prices.
 - 8—The contracting officer has access to field pricing assistance.
 - 9—Use an acceptable estimating system to prepare proposals.
 - 10—Follow up with contracting officer on an unsuccessful proposal.



1—Best value drives the bargain.

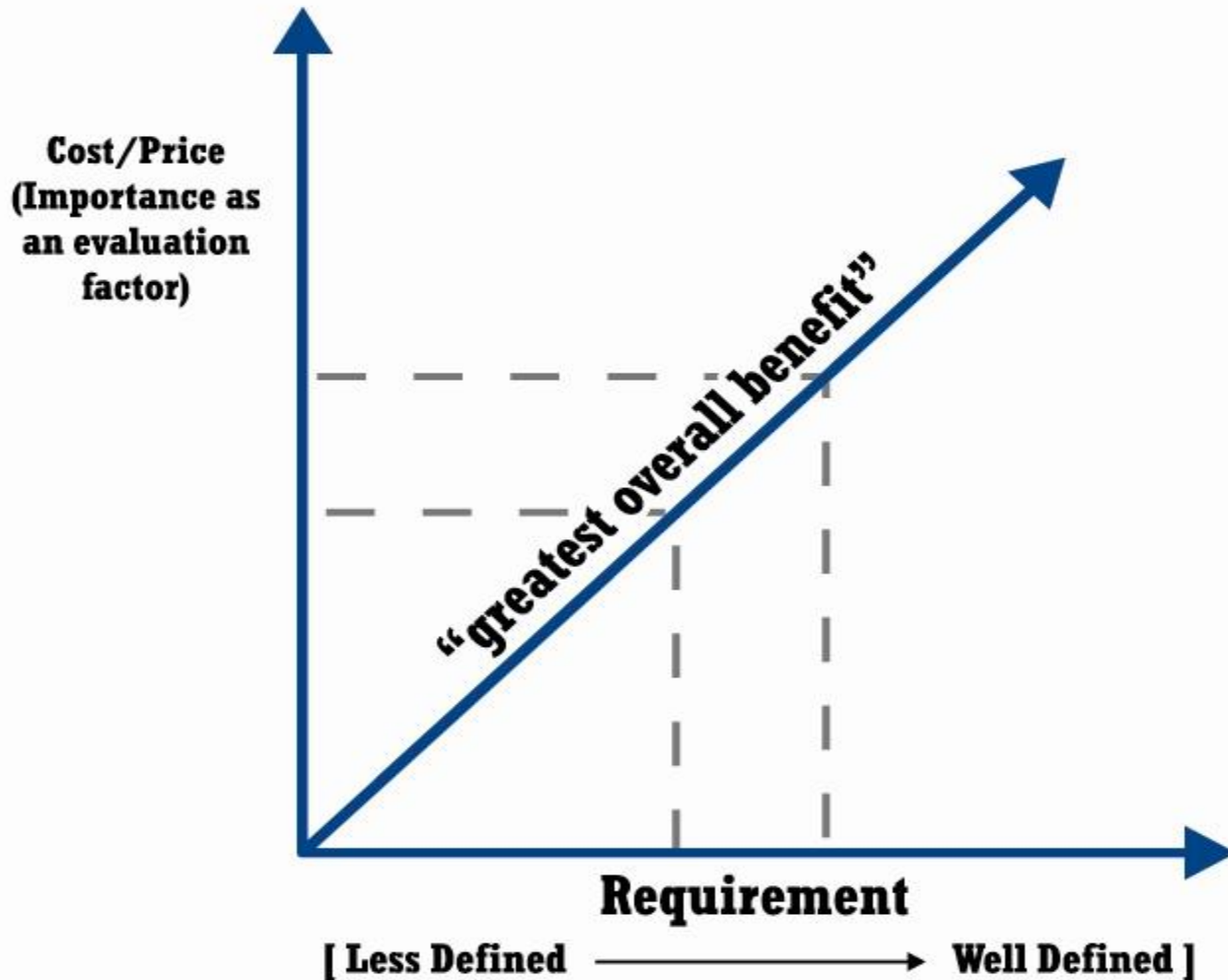
“The objective of source selection is to select the proposal that represents the best value .”

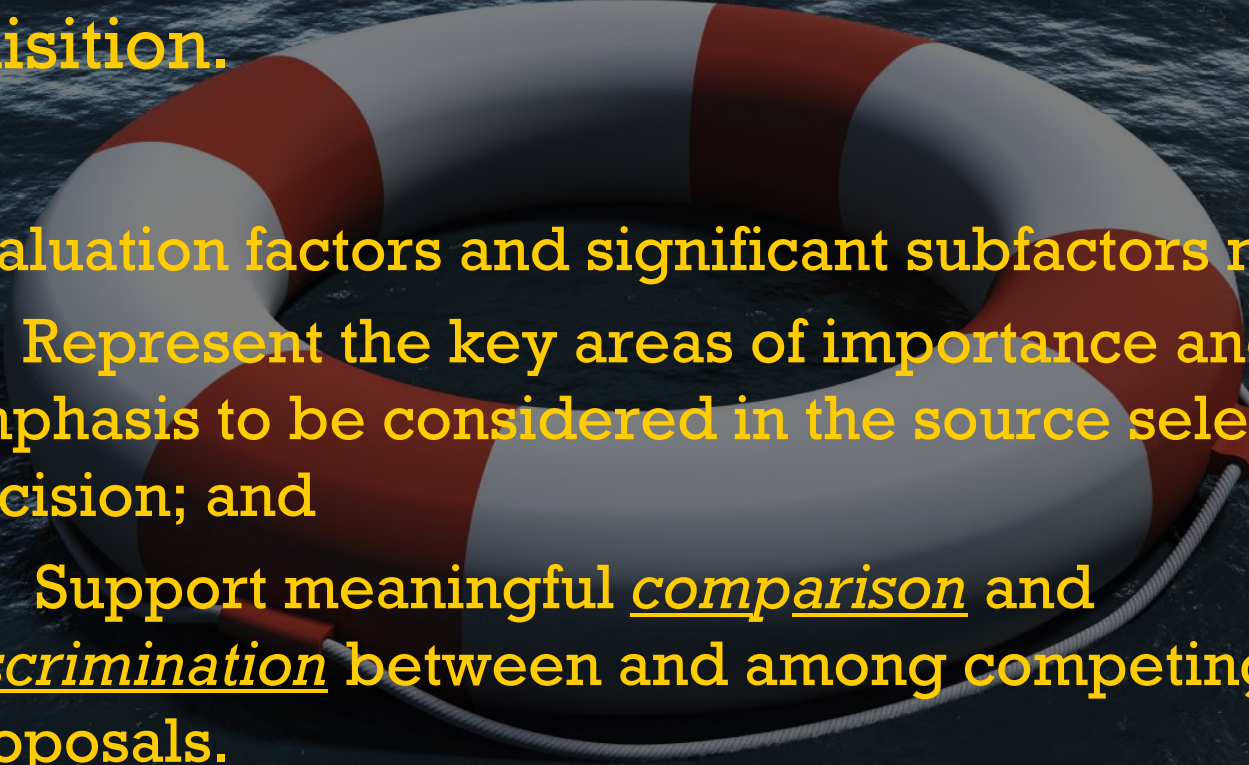
-- Federal Acquisition Regulation (FAR) 15.302


Best Value—the expected outcome of an acquisition that, in the Government's estimation, provides the greatest overall benefit in response to the requirement.



Best Value Continuum (FAR 15.101)





 2—Contracts are awarded based on evaluation factors and significant subfactors tailored to the acquisition.

- Evaluation factors and significant subfactors must—
 - (1) Represent the key areas of importance and emphasis to be considered in the source selection decision; and
 - (2) Support meaningful comparison and discrimination between and among competing proposals.



Every source selection must evaluate:

1. Price or cost to the Government
2. Quality of the product or service by considering one or more non-cost evaluation factors such as
 - Past performance
 - Compliance with solicitation requirements
 - Technical excellence
 - Management capability
 - Personnel qualifications
 - Prior experience

A red and white lifebuoy is floating in the ocean. The lifebuoy is the central focus of the image, with its red and white segments clearly visible. The ocean water is dark blue with white foam from the waves. The lifebuoy has a white rope attached to it.

 3—Proposal evaluation includes an evaluation of cost or price, past performance, and technical.

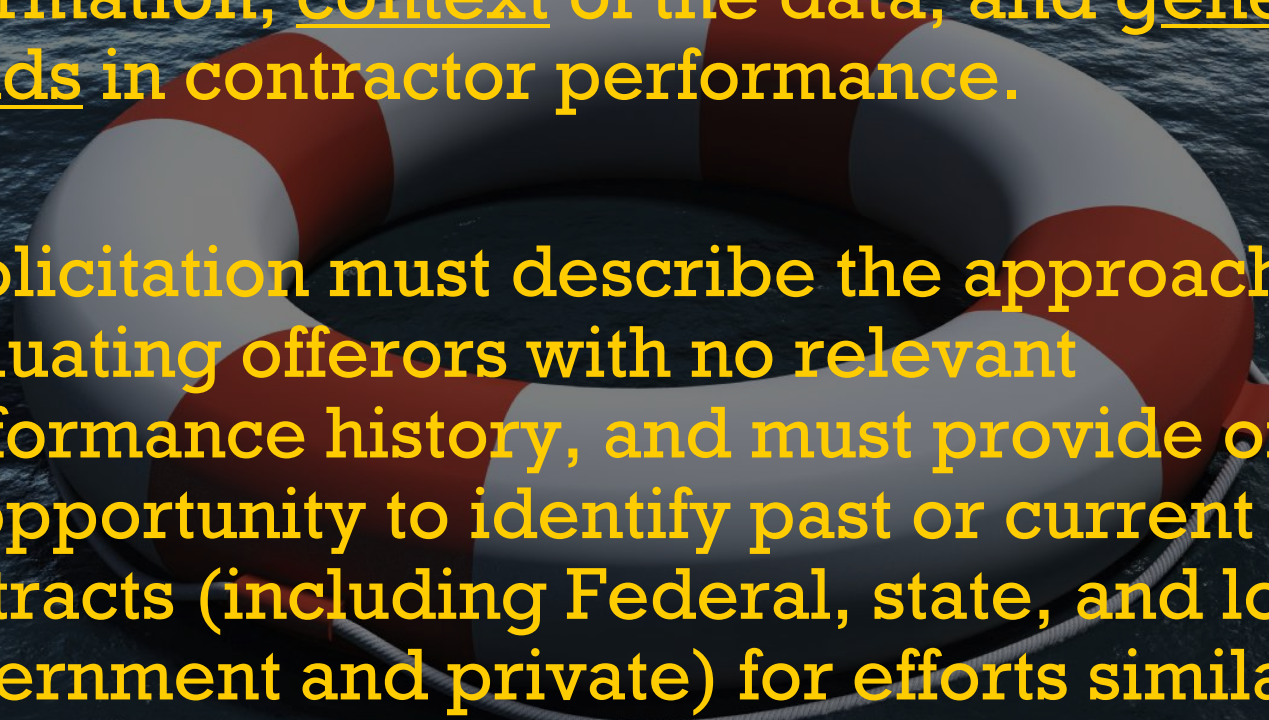
- Government source selection team “shall evaluate competitive proposals and then assess their relative qualities solely on the factors and subfactors specified in the solicitation.” [FAR 15.305(a)]

A red and white lifebuoy is floating in the ocean. The lifebuoy has four red segments and four white segments. It is surrounded by dark blue water with whitecaps. The text is overlaid on a semi-transparent black box in the upper left quadrant of the image.

Cost realism means that the costs in an offeror's proposal—

- (1) Are realistic for the work to be performed
- (2) Reflect a clear understanding of the requirements
- (3) Are consistent with the various elements of the offeror's technical proposal

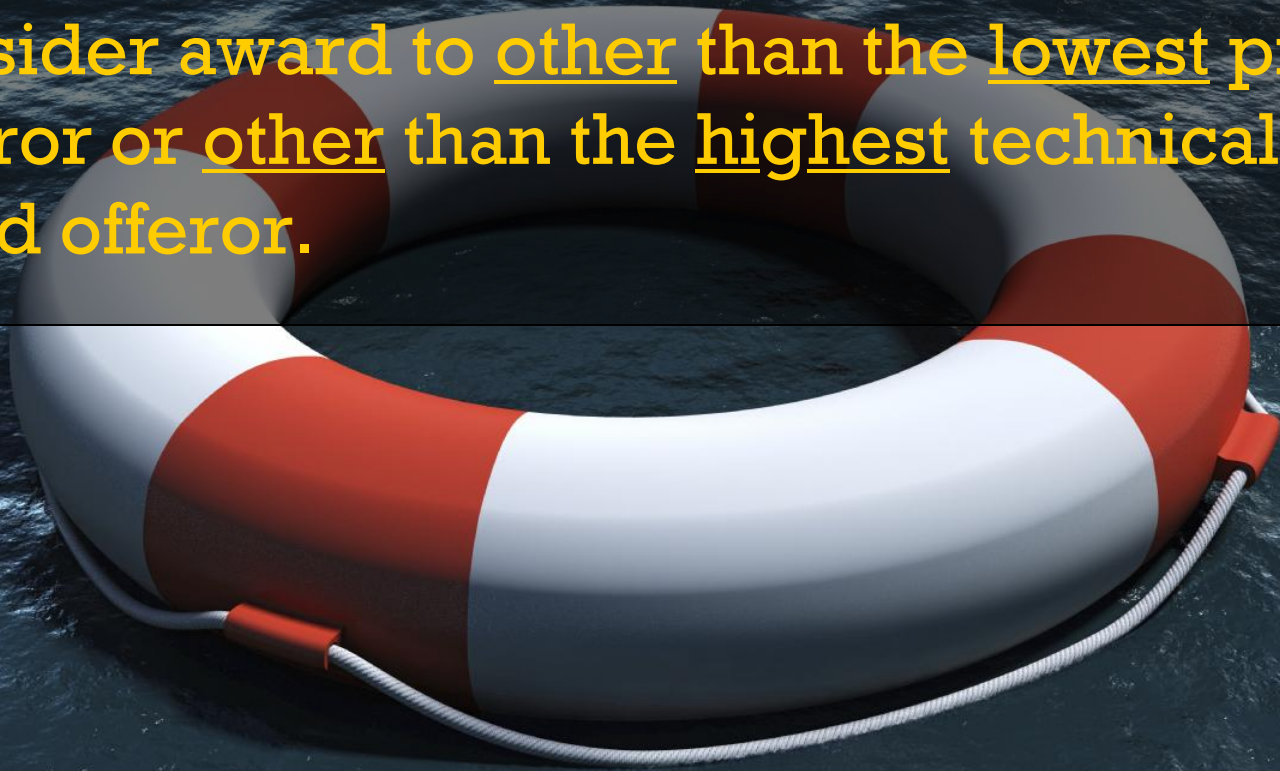
[FAR 2.101]

A red and white striped lifebuoy is floating in the ocean. The lifebuoy is the central focus, with its red and white segments clearly visible. The ocean water is dark blue with whitecaps, suggesting a rough sea. The lifebuoy is positioned in the middle ground, slightly to the left of the center.

Key aspects in evaluating past performance involve the currency and relevance of the information, context of the data, and general trends in contractor performance.

The solicitation must describe the approach for evaluating offerors with no relevant performance history, and must provide offerors an opportunity to identify past or current contracts (including Federal, state, and local government and private) for efforts similar to the Government requirement.

The tradeoff process is appropriate when it may be in the best interest of the Government to consider award to other than the lowest priced offeror or other than the highest technically rated offeror.





Solicitation must clearly state all factors and significant subfactors affecting contract award as well as relative importance

Solicitation must also state, at a minimum, whether all evaluation factors other than cost or price, when combined, are

- Significantly more important than cost or price
- Approximately equal to cost or price
- Significantly less important than cost or price



4—Be prepared to explain or clarify your proposal if the solicitation allows.

Clarifications	Communications	Discussions
Limited exchanges between the Government and offeror that may occur when the Government plans to award a contract <u>without discussions</u> .	Exchanges between the Government and offeror, <u>after</u> receipt of proposals, leading to establishment of <u>competitive range</u> .	<u>Negotiations</u> that occur <u>after</u> establishment of the <u>competitive range</u> .



5—Understand the competitive range.

Competitive range is established based on the ratings of each proposal against all evaluation factors.

-- Comprised of all of the most highly rated proposals.



6—Your proposal can be revised after submission to the Government under certain conditions.

- **Negotiations/discussions are held with offerors within the competitive range to allow offerors to revise their proposals.**

A red and white striped lifebuoy is floating in the ocean. The lifebuoy is the central focus of the image, with its rope visible. The background is a dark blue, choppy sea.

At a minimum, the contracting officer must discuss the following with each offeror in the competitive range:

- 1) Deficiencies in the offeror's proposal
- 2) Significant proposal weaknesses
- 3) Adverse past performance information to which the offeror has not yet had an opportunity to respond

At the conclusion of discussions, each offeror still in the competitive range must be given an opportunity to submit a final proposal revision.





7—The contracting officer can only award contracts at fair and reasonable prices.

“Fair and reasonable price”—a price that is fair to both parties, considering the agreed-upon conditions, promised quality, and timeliness of contract performance.

-- NCMA Desktop Guide to Basic Contracting Terms

A red and white life preserver is floating in the ocean. The life preserver is a ring-shaped buoy with alternating red and white segments. It has a white rope attached to it. The ocean is dark blue with white-capped waves.

Contracting officer encouraged to “not obtain more [pricing] information than is necessary.”
-- FAR 15.402(a)

Two Most Common Pricing Strategies

1—Lowest-Price-Technically-Acceptable (LPTA)

2—Best Value





 8—The contracting officer has access to field pricing assistance.

- Technical, audit, and special reports associated with the cost elements of a proposal.
- Information on related pricing practices and history.
- Information to help contracting officers determine commerciality and price reasonableness.



Two Key Field Pricing Assistance Agencies

- 1—Defense Contract *Audit* Agency (DCAA)
- 2—Defense Contract *Management* Agency (DCMA)



9—Use an acceptable estimating system to prepare proposals.

The primary goal of a cost estimating and accounting system is to ensure that costs are appropriately, equitably, and consistently estimated and then allocated to all final cost objectives.

-- Gregory A. Garrett, *Cost Estimating and Contract Pricing*

10—Follow up with contracting officer on an unsuccessful proposal.

- (1) Disappointed offerors must be notified of an award within three days of contract award.
- (2) When an award is made on the basis of competitive proposals, a debriefing must be provided if the procuring agency receives a written request for a debriefing from an unsuccessful offeror within three days of the date on which the unsuccessful offeror received notice of award.
- (3) The debriefing must be provided, to the maximum extent practicable, within five days of the agency's receipt of the request.
- (4) The debriefing must meet certain minimum requirements.



January 27, 2010

[REDACTED]

[REDACTED]

Dear [REDACTED]

Thank you for your request for a post award debriefing, although I find it unusual for this type of procurement. This procurement action for solicitation NIH [REDACTED], Custodial Services for the [REDACTED] was lowest priced technically acceptable offer. There was no comparative evaluation of proposals submitted by the offerors. Each proposal was evaluated against the criteria and determined as either acceptable or not acceptable. Your proposal was rated as acceptable then your pricing was compared to the other pricing for the award decision.

I hope this is acceptable as I really have nothing else to offer you in this circumstance. Again, I appreciate your interest in our contracting opportunities and wish you the best in future contract opportunities. If you have questions or comments concerning this matter, please contact me at

[REDACTED]

Sincerely,

[REDACTED]

Contracting Officer

Cc: File

Coming Safely Ashore

- 🪨 Best Value
- 🪨 Evaluation Factors
- 🪨 Proposal Evaluation
- 🪨 Explain Proposal
- 🪨 Competitive Range
- 🪨 Proposal Revision
- 🪨 Fair/Reasonable Pricing
- 🪨 Field Assistance
- 🪨 Estimating System
- 🪨 Postaward Debriefing



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