



National Broker Contracts Follow On (NBC2) Competition

Pre-Proposal Conference

22 January 2010

Admin Remarks

- **Silence all Cell phones and pagers**
- **No recording**
- **Facilities**
- **This presentation and attendee list will be provided on FBO and NBC websites**
- **Check on FBO and NBC website for previously answered questions on the Request for Proposal (RFP)**

Agenda

0800 - 0915 Arrival/Sign-In

0915 - 0930 Introduction / Agenda – Mr. Ted Mahoney

0930 - 1000 Program & Technical Overview – Ms. Ada Kidd

1000 - 1015 Small Business Programs – Ms. Gwen Anderson

1015 - 1030 Conflicts of Interest – Mr. Gary Davis

1030 - 1045 RFP Overview (Sections A-K) – Mr. Ted Mahoney

**1045 - 1100 Source Selection Evaluation Process Overview
and Communication - Mr. Ted Mahoney**

1100 - 1145 Question and Answer Session - Panel

1145 - 1200 Wrap Up - Mr. Ted Mahoney

1200 - 1300 Networking Opportunities – Ms. Gwen Anderson



Purpose

- **To promote a common understanding of:**
 - **Government's requirements**
 - **The NBC2 Program and our approach**
 - **Proposal Instructions**
- **To provide answers to questions and/or comments regarding the RFP**
- **Networking opportunity**

Question & Answer Session

- Questions are expected to be primarily focused on understanding the RFP, particularly focusing on the Section L Proposal Instructions
- All questions must be submitted in writing:
 - » No questions concerning confidential or proprietary will be answered
 - » Verbal answers will be provided, if possible, during this session
 - » Written answers will also be made available after this session on FBO (www.fbo.gov) and the NBC website (www.gsa.gov/brokercontracts)
- Answers to questions which result in a change to the RFP will be included in an RFP Amendment

Pre-Proposal Communications

- **Classification:** UNCLASSIFIED
- **After RFP release**
 - FAR 15.201, allows “Exchanges with industry before receipt of proposals”
 - » Pre-Proposal Conference constitutes an Informal Exchange of Information
 - » To provide Offerors with insight into Government Evaluation of Proposals to aid with Proposal Preparation
 - » Pre-Proposal Conference
 - No One-on-One discussions
 - Follow-up comments/questions allowed
 - FAR 3.104, “Procurement Integrity”
- **Formal RFP is the only contract action to allow industry to respond with proposal**

Follow-on Communications

- **13 January 2010 formal RFP release**
- **22 January 2010 Pre-proposal Conference**
- **All follow-on communications shall be coordinated via the Contracting Officer/Contracting Specialist**
 - Contracting Officer: **Ted Mahoney (NCO)**
 - » **Telephone No.: (202) 420-8293**
 - » **Email: ted.mahoney@gsa.gov**
 - Contracting Specialist: **Mr. Lester “LH” Lee**
 - » **Telephone No.: (817) 825-4704**
 - » **Email: lester.lee@gsa.gov**

Disclaimer

In the event that there is a conflict between the RFP terms and conditions and the information that is disseminated during today's conference, the RFP terms and conditions shall control. The formal RFP is the only document that should be relied upon in determining the Government's requirements. Any changes to the RFP will be with a formal amendment.



Program & Technical Overview

Ms. Ada Kidd

National Program Manager



Small Business Program

Ms. Gwen Anderson
GSA/PBS

Small Business Technical Advisor



Conflict of Interests

Mr. Gary Davis
Office of General Counsel

Final RFP

- **Section A**
 - Solicitation
- **Section B**
 - Pricing Worksheet
 - Minimum Guarantee
- **Section C**
- **Section D**
- **Section E**
- **Section F**
 - Ordering Procedures
- **Section G**
- **Section H**
- **Section I**
- **Section J**
- **Section K**
- **Section L**
- **Section M**

TYPE OF CONTRACT

- **Full and Open Competition (No SB Set-aside)**
- **Federal Acquisition Regulation (FAR) Part 37 Firm Fixed Price (FFP) Contract**
 - Uses No Appropriated Funds
- **Indefinite Delivery, Indefinite Quantity (IDIQ) Task Order Contract**
- **Services will be performed in accordance with Federal Regulations and GSA Policies and procedures.**

PERIOD OF PERFORMANCE

- **RFP includes five one-year ordering periods**
 - **Contract minimum quantity is 38 task orders per contract awarded**
 - **Contract maximum quantity is 60 months of performance for the total contract.**
- **The Base Year Is Contract Award Through Twelve Months.**

OTHER SOLICITATION PROVISIONS

- **Government may include portions of successful proposal in contract**

Source Selection Objectives

- Choose the contractor who provides the best value to the Government, all factors considered.
- Obtain through use a comprehensive evaluation process, a high quality, fair and consistent evaluation of proposals.

Sections L and M

- **Understanding and following Section L&M are the keys to developing a good proposal; a mutually beneficial goal for award**
- **Evaluation Factors – Section M of the RFP:
Identifies what will be evaluated**
- **Proposal Instructions – Section L of the RFP:
Tells Offerors what to put in the proposal**

Award

- Intend on awarding without discussion ...
 - Award based on initial proposals can happen if the Government receives an offer that **conforms with the solicitation** and provides the **greatest overall benefit** to the Government, all factors considered
 - Don't assume you can improve your position during discussions, there may not be discussions
- However, ...

...the Government Reserves the Right to Conduct Discussions

- **Evaluation Notices (ENs)**
 - Notification of deficiencies and weaknesses, or
 - To ask for additional information
- **Proposal change pages where needed**
 - Allow both parties to know what the current proposal is
 - Minimizes work for the Final Proposal Revision (FPR)

Proposal Preparation Considerations

- **Structure your proposal in accordance with the Proposal Instructions**
- **Can an evaluator quickly find what he/she needs?**
 - **Is it clear?**
- **Drawings & diagrams complement narrative, but don't replace it**
- **Substantiate, don't simply make claims**
 - **Give us a reason to believe you; Provide information to allow an independent assessment**

Typical Proposal Shortfalls

- **Proposal Instructions not followed**
 - Information not provided as requested
- **Statements in the proposal are not well supported**
- **Proposals are not well organized**
 - Does not follow Proposal Instructions structure and makes the evaluator hunt for the information
- **Experience POCs are not current**
- **Deficiencies - preclude award**
 - Information provided does not support claims of compliance
 - Proposal is non-compliant to the requirements
- **Not signing Proposal (Model Contract)**

Summary

- **The Source Selection process assures you that your proposal will receive a fair and consistent evaluation**
- **L&M is intended to help you provide us with your best value solution and instruct you in preparing a proposal that will facilitate our evaluation**
- **Keys to Developing a Good Proposal**
 - **Understand the RFP requirements**
 - **Understanding the Evaluation Factors will help you know where to place emphasis in your proposal**
 - **Follow the Proposal Instructions – Provide material where requested, i.e., keep Past Performance and Experience material out of Technical Volume**
- **Ensure that your proposal**
 - **Helps the evaluator evaluate - don't make us have to guess or search for answers**
 - **Follows the exact numerical outline provided by Section L**
 - **Provides substantiation for what you propose – give us a reason to believe you**