

Request for Proposal for Strategic Communication Support Services for **{{ENTER AGENCY AND OFFICE}}**

1. INTRODUCTION:

{{ENTER AGENCY AND OFFICE}} has a requirement for technical and management support services, to include public affairs support, event management, digital media, graphics/multimedia, industry engagements, and congressional affairs support.

2. PURPOSE AND SCOPE:

{{ENTER AGENCY AND OFFICE}} is issuing this Request for Proposal (RFP) pursuant to Federal Acquisition Regulation (FAR) 16.505. The RFP is for the potential award of a new Performance Based, Firm-Fixed-Price (FFP) task order against the General Services Administration (GSA) OASIS Small Business Pool 1 contract. Competition is restricted to Woman-Owned Small Businesses (WOSB). The North American Industry Classification System (NAICS) code is 541613, Marketing Consulting Services.

3. PERFORMANCE REQUIREMENTS:

Performance requirements are set forth in the PWS (Attachment XXXX).

4. PERIOD OF PERFORMANCE:

The Period of Performance is comprised of one 12-month base period and four, 12-month option periods, as follows:

Base Period:	22 June 2021 - 21 June 2022
Option Period One:	22 June 2022 - 21 June 2023
Option Period Two:	22 June 2023 - 22 June 2024
Option Period Three:	22 June 2024 - 22 June 2025
Option Period Four:	22 June 2025 - 22 June 2026

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5. GENERAL INFORMATION:

The Task Order will include two (2) Other Direct Cost (ODC) Contract Line Item Numbers (CLINs) for Marketing Communications Materials and Exhibit Installation with Annual Storage (to support one event). The Task Order will also include three (3) optional ODC CLINs for Exhibit Installation (to support one additional event), Exhibit Re-design (to support one re-skin on the current 10x10 exhibit), and Travel. These CLINs will be utilized on an as needed basis.

The Government has established Not to Exceed (NTE) amounts for the ODC requirements as follows:

Other Direct Costs

Description	Base Period	Option Period One	Option Period Two	Option Period Three	Option Period Four
Marketing Communications Materials	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00
Exhibit Installation and Annual Storage	\$13,000.00	\$13,000.00	\$13,000.00	\$13,000.00	\$13,000.00
Exhibit Installation	\$12,000.00	\$12,000.00	\$12,000.00	\$12,000.00	\$12,000.00
Exhibit Redesign	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00
Travel	\$5,784.00	\$5,957.52	\$6,136.25	\$6,320.33	\$6,509.94

Contracting Officer Representative (COR) approval and submission of a priced Bill of Materials will be required prior to cost incurrence for ODCs. Additional information regarding travel requirements is located in PWS, Paragraph 18.0, Travel.

The Task Order will include a CLIN for Contractor Manpower Reporting on a Not Separately Priced basis; reference PWS, Paragraph 22.0, Accounting for Contract

Services/Contractor Manpower Reporting.

The Task Order will include a CLIN for a Transition Plan, on a Not Separately Priced basis; reference PWS, Paragraph 9.0, Transitional Planning and Execution.

The Task Order will include a CLIN for the Contract Access Fee (CAF). The CAF will be set at a rate of 0.75% of the entire value of the Task Order; **{{Include Reference to further invoicing instructions here}}**

6. INSTRUCTIONS TO OFFEROR:

Offerors shall provide their proposals by addressing each factor, sub-factor, and element in the format and sequence identified in the RFP. Failure to provide proposals in accordance with (IAW) any RFP requirement may render the Offeror's proposal non-compliant and be grounds for rejection. Proposals are due no later than **{{ENTER DATE AND TIME}}**.

The proposal must not merely repeat the RFP's requirements. The proposal must provide convincing documentary evidence in support of conclusive statements of how the requirements will be met.

All questions concerning this procurement must be submitted, utilizing the Request for Proposal Questions Template (Attachment **XXXX**), to the Contracting Officer and Contract Specialist no later than **{{ENTER DATE AND TIME}}**. Questions and proposals shall be sent to the following point of contact:

Contract Specialist: **{{ENTER POC NAME AND EMAIL}}**

Failure to provide a proposal IAW the instructions specified in this RFP may render the Offeror's proposal non-compliant. If an Offeror's proposal is deemed non-compliant, the proposal may not be further evaluated, and may not be further considered for award.

All information pertaining to a particular volume shall be confined to that volume. For example, no price information shall be included in any volume other than the price volume. The Government is not required to, and will not, search other volumes for missing files or missing information.

No classified material shall appear anywhere within the proposal.

Submission of a proposal shall be on an all or none basis. Partial proposals are not acceptable, and shall not be evaluated.

L SUBMISSION:

Offerors are directed to thoroughly read the RFP and fill in the required information in

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the appropriate RFP clauses. For any fill-ins that are not applicable, the Offeror must acknowledge the fill-in by indicating "N/A."

The Offeror's proposal shall be submitted via electronic mail (e-mail). Proposed volumes, as reflected in Section B "Format for Proposals," shall be compiled using the Microsoft Office for Windows suite of applications to prevent accidental erasure of the data items, and formatted for an MS Windows computer. The Offeror's proposal shall consist of four volumes: Volume I – Technical Factor, Volume II – Past Performance, Volume III – Price/Cost Factor, and Volume IV – Cover Letter and Certifications and Representations. Volume III – Price/Cost Factor will include MS Excel spreadsheets with the formulae intact. Electronic proposal submissions via fax will NOT be accepted. E-mail size cannot exceed 10MB. The Offeror's proposal must be clearly marked in the subject line of the e-mail with the Offeror's Name, RFP Number, and e-mail count (i.e., 1 of 3).

Modification/Revision to Proposals and Late Submissions: Offerors shall submit any modifications or revisions to their proposals prior to the established closing date as a complete proposal revision that entirely replaces the original submission. In the event of a proposal modification/revision, the Government will not use the original proposal submission in any manner. The Government will only consider the revised proposal; therefore, the revised proposal must include the Offeror's entire proposal.

The Offeror's proposal shall remain valid for a minimum of 120 days from the required submission date. Proposals offering a shorter period of validity may not be considered for award.

B. FORMAT FOR PROPOSALS:

Each proposal shall be submitted in separate volumes. Volume I will consist of the Technical submission; Volume II will consist of the Past Performance submission; Volume III will consist of the Price/Cost submission; and Volume IV will contain the Cover Letter and Certifications and Representations.

Table 1 Proposal Format

Proposal Volume / Section	Page Limits (Maximums)	Required File Naming Structure
VOLUME I – FACTOR I: TECHNICAL	35	Vol-I [Offeror Name] TECH.doc (or .docx)
Section 1: Primary NAICS		
Section 2: Technical Approach		Sec-2 [Offeror Name]

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		Hours/Staffing.xls
Section 3: Management Approach		
a. Management & Staffing Plans		
b. Key Personnel (Key Personnel Resumes and Letters of Commitment)	Not Included in Page Limitation	
c. Transition-In Plan		
VOLUME II – FACTOR II: PAST PERFORMANCE		
Performance Assessment Questionnaire	No Page Limit	Vol-II [Offeror Name] PP Questionnaire.doc (or .docx)
Contract/Order Description	No Page Limit	Vol-II [Offeror Name] PP Description.doc (or .docx)
Narrative	2 Page Limit per Reference	Vol-II [Offeror Name] PP Narrative.doc (or .docx)

VOLUME III – FACTOR III: PRICE/COST		
Section 1: Price/Cost Spreadsheets	No Page Limit	Vol-III [Offeror Name] Price Cost Spreadsheet Unsanitized.xls and Vol-III [Offeror Name] Price Cost - Spreadsheet Sanitized.xls

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Section 2: Price/Cost Proposal	No Page Limit	Vol-III [Offeror Name] Price Cost Proposal -Unsanitized.doc (or .docx) and Vol-III [Offeror Name] Price Cost Proposal -Sanitized.doc (or .docx)
VOLUME IV – Cover Letter and Certifications and Representations	No Page Limit	Vol-IV[Offeror Name] CoverLetter.pdf or .doc

Each volume shall be clearly identified, and shall begin at the top of a page. All pages of each volume shall be appropriately numbered and identified by the complete company name, date, and GSA RFP number in the header and/or footer. A Table of Contents shall be created using the Table of Contents feature in MS Word. MS Word (.doc) files shall use the following page setup parameters:

Margins Top, Bottom, Left, Right: 1 inch
 Page Size, Width 8.5 inches
 Page Size, Length 11 inches

Each volume shall be as brief as possible, consistent with a complete submission. The page count will be made by counting the pages from top to bottom, consecutively. Pages that exceed the page limitation will not be evaluated. Each paragraph shall be separated by at least one blank line.

Annexes, documentation, and attachments submitted by the Offeror, which are not required by the RFP, will count against the page limitations. The following will not count against page limitations: volume title pages, table of content pages with any needed cross-references, indices, acronym lists, and page dividers (used to separate proposal sections). Pages should not exceed 8-1/2 inches in width by 11 inches in length. The font shall be Arial, and not be less than 10 point throughout the proposal.

The Offeror is responsible for providing sufficient details to permit a complete and accurate evaluation of the proposal. Offerors shall provide a proposal that, at a minimum, addresses the evaluation factors, sub-factors, and elements identified in Section 9, Evaluation Methodology, of the RFP. Each proposal shall address all the requirements of the RFP and the PWS (Attachment 0001). Files shall not contain classified data. The use of hyperlinks in proposals is prohibited. Proprietary information shall be clearly marked.

Failure to provide proposals IAW any RFP requirement may render the Offeror's proposal non-compliant and be grounds for rejection.

7. SPECIFIC PROPOSAL INSTRUCTIONS:

The Technical Volume shall have a Table of Contents, which shall contain narrative titles that are cross-referenced to the applicable PWS paragraphs/subparagraphs and page numbers. The Table of Contents shall not count against the page limitation for the Technical Volume. The narrative discussions shall also be cross-referenced to the applicable PWS paragraphs/subparagraphs by placing the appropriate PWS paragraph/subparagraph number at the beginning of the discussion text. The proposal shall be detailed and clearly stated to allow an assessment by the Government without the need for additional clarifications. The Offeror shall provide detailed narrative discussions that address both the PWS and RFP requirements.

A. VOLUME I – TECHNICAL PROPOSAL

The Technical Volume shall consist of the following sections:

Section 1 - Primary NAICS:

The Offeror shall be registered (as of the RFP closing date) under one of the following three NAICS codes as its primary code in the System for Award Management (SAM) and the Small Business Administration's database. The Offeror shall identify under which one of the three NAICS codes the Offeror is primarily registered:

NAICS code: 541613 (Marketing Consulting Services), 541820 (Public Relation Agencies), or 541810 (Advertising Agencies).

Section 2 – Technical Approach:

The Offeror will be required to perform all the PWS requirements. The Offeror shall demonstrate its knowledge and understanding of the requirements outlined in the PWS for each of the six (6) disciplines listed in PWS, Paragraph 7.0, Strategic Communication Support Services Performance Requirement (i.e., Public Affairs Support, Event Management (Conference Management/Speaker Bureau

Management), Digital Media, Graphics, Industry Engagement, and Congressional Affairs Support). In addition, the Offeror shall demonstrate its ability to provide technical support across all of these disciplines. The Offeror's technical approach must include a logical sequence of the tasks that must be performed to accomplish the PWS requirements successfully. Finally, the Offeror's technical approach must discuss the degree of risk associated with the Offeror's proposed approach, along with any risk mitigation strategies the Offeror will employ to ensure successful performance.

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The Offeror shall list each proposed major subcontractor, by name, and identify the capabilities the subcontractor will provide. The same information required from the Offeror in the previous paragraph shall be provided for all subcontractors.

Offerors shall describe how the effort required by the RFP will be assigned for performance within the Offeror's corporate entity and among the proposed major subcontractors that will be performing 20% or more of the total proposed estimated price. For parent companies, subsidiaries and affiliates, explain how the resources of these entities will be utilized for the effort. The information provided for the Offeror and each proposed major subcontractor must include the entire company name, company address, CAGE Code, DUNS Number, and type of work to be performed, with references to the applicable PWS paragraph/subparagraph number. Major subcontractors shall provide written consent to allow the disclosure of their past performance information to the Offeror. In addition, letters of commitment shall be included for all major subcontractors. The written consent of the major subcontractors and the letters of commitment do not count against the page limitation.

Section 3 - Management Approach:

a. Management & Staffing Plans:

The Offeror shall provide a Management Plan that describes its approach to managing all aspects of the Task Order, including, but not limited to, planning, staffing and directing the effort. The Offeror shall also describe its approach to identifying, classifying, and mitigating program management risks.

The Offeror shall provide a Staffing Plan, utilizing the Hours and Staffing spreadsheet (Attachment 0002), to identify the labor categories necessary to meet the task requirements for the service disciplines listed in the PWS, Paragraph 7.0. The Offeror shall also describe its process for recruiting and retaining a qualified and capable workforce. Finally, the Offeror shall provide an organizational chart that directly correlates to the disciplines listed in PWS, Paragraph 7.0, with supporting narrative regarding organizational functions, and with lines of responsibility and authority clearly specified.

b. Key Personnel: The Offeror shall provide seven resumes, limited to two pages per resume, for the non-optional Key Personnel listed below. The resumes shall be provided IAW the format, and contain the information required in PWS, Paragraph 8.11.

PLEASE NOTE: The Offeror is not required to provide resumes for the Optional Key Personnel: Strategic Communication Specialist and UX Designer.

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The Offeror shall provide a letter of commitment for each Key Personnel position, except for the Optional Key Personnel: Strategic Communication Specialist and UX Designer, stating that the individual is available to begin work at the time of Task Order award. The letter of commitment shall meet the requirements in PWS, Paragraph 8.11, and include a statement certifying that the employee's total compensation package (including salary) has been agreed upon between the Offeror and prospective employee. The letter of commitment does not count against the Technical Volume page limitation.

At a minimum, the below listed personnel are considered Key Personnel by the Government. Reference PWS, Paragraph 8.1 through 8.9, for descriptions of specific responsibilities and requirements:

- Marketing and Communications Manager
- Events Manager
- Graphic Designer Level II
- Graphics/Multimedia Designer I
- Strategic Communication Specialist – Industry
- Technical Writer/Editor III
- Website Developer - Level III
- Optional Personnel: Strategic Communication Specialist and UX Designer

Requirements for Optional Key Personnel: Strategic Communication Specialist (up to six) and UX Designer will be identified and exercised at the Government's discretion. The evaluation of these optional positions does not obligate the Government to exercise the options.

Offerors shall not cross-level Key Personnel, and Key Personnel will not be permitted to hold more than one of the positions identified above.

The Offeror shall clearly demonstrate that Key Personnel have the required skills and qualifications to meet the requirements of the PWS.

c. Transition-In Plan:

The Offeror shall provide a Transition-In Plan with a realistic and achievable approach to assuming full contractual responsibility, without disruption or degradation of performance, during the Transition-In period, which shall not exceed 45 days. The Transition-In Plan shall, at a minimum: (1) ensure sufficient resources are on board and available to begin work IAW PWS, Paragraph 9.0, Transitional Planning and Execution; (2) describe the Offeror's required ramp-up time and approach to initiating project

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execution and bringing personnel on board at project start; (3) identify potential risks during the Transition-In period and propose appropriate mitigation strategies; (4) provide a realistic and achievable Transition-In schedule; and (5) address the Offeror's processes for quickly filling any position vacancies, providing reach back capabilities, and providing continuous support and continuity of services during the Transition-In period.

B. VOLUME II: PAST PERFORMANCE

This volume shall contain recent and relevant past performance information.

Recent contracts are defined as Government (Federal, State or DoD) and Commercial prime contracts, task orders, or subcontracts where services were performed, or are still being performed, anytime within the three (3) years prior to the issuance of this RFP.

Relevant contracts are defined as Government (Federal, State or DoD) and Commercial prime contracts, task orders, or subcontracts that demonstrate the Offeror's performance of work that encompasses the same or a similar scope and magnitude of effort and complexities as the PWS, including the following: Public Affairs Support, Event Management, Digital Media, Graphics, Industry Engagement, and Congressional Affairs Support.

Offerors shall submit a maximum of two (2) recent and relevant contract/order references for themselves, and a maximum of one (1) recent and relevant contract/order references for each major subcontractor. Offerors are advised to submit single contracts or single task orders placed under Indefinite Delivery Indefinite Quantity (IDIQ) contracts, or single orders placed under Blanket Purchase Agreements. Each order submitted will be considered one reference. An IDIQ contract or Blanket Purchase Agreement reference submitted without an order number will not be considered in the past performance evaluation. Data concerning the Offeror shall be provided first, followed by each proposed major subcontractor, in alphabetical order.

The Government plans to rely on existing documentation from Federal databases to the maximum extent practicable. Sources of existing information available to the Government include, but are not limited to, CPARS, FAPIIS, and SAM. The Government may use past performance information obtained from sources other than those identified by the Offeror. The Government reserves the right to use (or not use) past

performance information submitted by the Offeror based on whether or not adequate recorded past performance information is available in Federal databases. Since the Government may not necessarily interview any or all of the sources provided by the Offerors, it is incumbent upon the Offeror to explain the relevance of the data provided. The burden of providing thorough and complete past performance information remains with the Offeror.

This volume shall be organized into the following sections:

Section 1 – Performance Assessment Questionnaire. The Offeror shall complete PART I of the Performance Assessment Questionnaire (Attachment 0004) for each reference and send it to the appropriate Respondent(s) to complete PART II. The survey respondent(s) must submit the completed questionnaire to Mr. Marcus Wesley at marcus.wesley2.civ@mail.mil, and Ms. Jennifer Tyler at jennifer.s.tyler.civ@mail.mil, no later than 5:00 PM Central Time on 18 May 2021. A separate Performance Assessment Questionnaire shall be completed for each reference.

Section 2 – Contract/Order Description. The Offeror shall provide the following information for each reference: Contractor/Subcontractor place of performance, Commercial and Government Entity (CAGE) Code and Data Universal Numbering System (DUNS) Number. If the work was performed as a subcontractor, provide the name of the prime contractor and POC within the prime contractor's organization (name, current address, e-mail address, and telephone and fax numbers).

PLEASE NOTE: While an Offeror may submit past performance information on relevant efforts where they performed as a major subcontractor, the Government does not have privity with subcontractors. Therefore, the Government may not be able to obtain qualitative information regarding the Offeror's performance.

- a. Government contracting activity and the Procuring Contracting Officer's name, current e-mail address, and telephone and fax numbers.
- b. Government technical representative/Contracting Officer Representative's name, current e-mail address, and telephone and fax numbers.
- c. Government contract administration activity and the Administrative Contracting Officer's name, current e-mail address, and telephone and fax numbers.
- d. Government contract administration activity's Point of Contact name, current e mail address, and telephone and fax numbers.
- e. Contract Number and, in the case of IDIQ contracts, GSA contracts, and Blanket Purchase Agreements, include the contract number and order number of the single order to be considered.
- f. Contract Type (e.g., Fixed Price (FP), Cost Reimbursement (CR), Time & Materials (T&M), etc.) In the case of Indefinite Delivery contracts, indicate the primary contract type (e.g., Requirements, Definite Quantity, or Indefinite Quantity), and the secondary contract type (FP, CR, T&M,etc.)).
- g. Awarded price or estimated cost and fee.
- h. Final (or projected final) price or cost andfee.

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- i. Original delivery schedule, including dates of start and completion of work.
- j. Final (or projected final) delivery schedule, including dates of start and completion of work.

There is no page limitation for Section 2, Contract/Order Descriptions. Offerors may provide the requested information in a table format.

Section 3 – Narrative. Offerors shall provide a narrative explanation of each reference, describing the objectives achieved and detailing how the effort is relevant to the requirements of this RFP. Narrative explanations are limited to two pages per reference. The Offeror and each major subcontractor shall reference the PWS paragraphs/subparagraphs to which the work described in this section are relevant. The Offeror shall also provide relevant excerpts from the PWS of the contract/or reference. (PWS excerpts are not included in the page limit.).

- a. For any reference that did not/does not meet original schedule or technical performance requirements, the Offeror shall provide a brief explanation of the reason(s) for the shortcoming(s) and any corrective action(s) taken to avoid recurrence. The Offeror shall list each time the delivery schedule was revised, and provide an explanation of why the revision was necessary.
- b. The Offeror shall provide a copy of any Cure Notices or Show Cause Letters received on any of the references listed, and a description of any corrective action(s) implemented by the Offeror or proposed major subcontractor.
- c. The Offeror shall indicate if any of the references listed were terminated and, if so, the type of termination and reason(s) for the termination.

Section 4 – New Corporate Entities. New corporate entities may submit data on prior contracts/orders involving its officers and employees. However, in addition to the other requirements in this section, the Offeror shall discuss, in detail, the role performed by such persons in the prior contracts/orders cited.

C. VOLUME III: PRICE/COST

The Offeror shall utilize the STRATCOMM Price Matrix (Attachment 0003) to submit its proposed prices.

The Offeror shall fill-in its proposed labor categories, and rates in the STRATCOMM

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Price Matrix (Attachment 0003). The Offeror shall submit a FFP for each CLIN. The STRATCOMM Price Matrix (Attachment 0003) shall be completed and submitted in Volume III.

Offerors shall propose pricing IAW the labor categories and labor rates established in their OASIS SB Pool 1 contract. The Government expects adequate price competition and intends to compare the total proposed prices received in response to the RFP to determine price reasonableness IAW FAR 15.404-1(b)(2); however, the Government reserves the right to request data other than certified cost or pricing data, if necessary, to determine price reasonableness. Offerors are encouraged to provide their best labor rate pricing in response to this RFP.

Offerors shall not exceed the Government-provided NTE amounts for ODCs listed in Paragraph 5 of this RFP. The Government-provided NTE amounts are for evaluation purposes only, and do not obligate the Government to approve any ODCs. The Offeror shall submit their estimated Cost Reimbursable (no fee) costs for the ODC CLINs for the Base Period and each Option Period, but shall not exceed the Government-provided NTE amounts for ODCs listed in Paragraph 5 of this RFP.

D. VOLUME IV – COVER LETTER AND CERTIFICATIONS AND REPRESENTATIONS

The Offeror's proposal shall be signed and submitted by an individual having authority on behalf of the Offeror to enter into a contract based on the submitted proposal. A PDF file shall be created to capture submission of the following:

- a. Signed Proposal Cover Letter
- b. Acknowledgment of RFP amendments, if any; and
- c. The Offeror's, and any Subcontractor's, current SAM Representations and Certifications.

Representations through SAM: The purpose of electronic Representations and Certifications is to provide all Offerors with a portal in which to submit Representations and Certifications in a publicly accessible format, nullifying the requirement to submit identical information in response to each and every Federal RFP. As a requirement under the RFP, all Offerors must submit Representations and Certifications in the SAM database at <https://www.sam.gov/>. Any Offeror that has previously submitted Representations and Certifications into SAM is reminded to update the data prior to submitting with the proposal.

8. EXCHANGES WITH OFFERORS: The Government intends to evaluate proposals and award a Task Order without discussions with Offerors. Therefore, the Offeror's initial proposal should contain the Offeror's best terms from a price and technical standpoint. However, the Government reserves the right to conduct discussions if the Contracting Officer later determines that discussions are necessary. The Government may reject any or all proposals if such action is in the public interest, except other than the lowest priced proposal, and waive informalities and minor irregularities in the proposals received.

9. EVALUATION METHODOLOGY: The Government intends to award a single FFP Task Order as a result of this RFP. The award will be placed against the GSA OASIS Small Business Pool 1 contract. Any award will be based upon a best value tradeoff, and will be made to the Offeror whose proposal is determined to be most beneficial to the Government, considering the evaluation factors, sub-factors, and elements set forth below.

The Government will use a gated approach to evaluating proposals. Offerors must receive a rating of "Acceptable" for Technical Sub-factor 1 (Primary NAICS) before the other Technical Sub-factors or Evaluation Factors are evaluated. Any Offeror receiving a rating of "Unacceptable" for Technical Sub-factor 1 (Primary NAICS) shall not be evaluated any further, and shall be ineligible for award. Therefore, Technical Sub-Factor 1 (Primary NAICS) will not be included in the best value determination.

To receive consideration for award, a rating of no less than "Acceptable" must be achieved for the Technical Factor. Offerors are cautioned that the award may not necessarily be made to the Offeror with the lowest priced proposal, or to the Offeror with the highest rated Technical proposal.

Rejection of Unrealistic and Nonresponsive Proposals. The Government may reject any proposal that is evaluated to be unrealistic in terms of program commitments, such that the proposal is deemed to reflect an inherent lack of competence or failure to comprehend the complexity and risks of the program. The Government may also reject any proposal that does not comply with the RFP terms and conditions.

Correction Potential of Proposals. The Government will consider, throughout the evaluation, the "correction potential" of any proposal. The judgment of such "correction potential" is within the sole discretion of the Government. If an aspect of an Offeror's proposal does not meet the Government's requirements, and is not considered correctable, the Offeror may be eliminated from award consideration.

A. Evaluation Factors:

- Factor I – Technical
 - Sub-factor 1 – Primary NAICS
 - Sub-factor 2 – Technical Approach
 - Sub-factor 3 – Management Approach
 - Element A: Management & Staffing Plans
 - Element B: Key Personnel
 - Element C: Transition-In Plan
- Factor II – Past Performance
- Factor III – Price/Cost

The Technical Factor is more important than the Past Performance Factor, and the Past Performance Factor is more important than the Price/Cost Factor. When combined, the

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non-Price/Cost Factors are significantly more important than the Price/Cost Factor. If the non-Price/Cost Factors are evaluated as equal between two or more Offerors, Price/Cost may become a determinative factor.

As noted above, Technical Sub-Factor 1 will be evaluated before any other portion of the Offeror’s proposal. If an Offeror does not receive a rating of “Acceptable” for Technical Sub-factor 1, the Offeror shall not be evaluated any further, and shall be ineligible for award. Therefore, Technical Sub-Factor 1 will not be included in the best value determination. Technical Sub-Factors 2 and 3 are equally important. Technical Sub-Factor 3, Elements A, B and C are also equally important.

B. Evaluation Approach:

All proposals shall be subject to evaluation by a team of Government personnel. The evaluation process will consider the following:

Factor I – Technical

Sub-factor 1 – Primary NAICS

The Government will utilize SAM and the Small Business Administration’s Dynamic Small Business Search (DSBS) Tool to verify the Offeror’s primary NAICS code.

Offerors must receive a rating of “Acceptable” for Technical Sub-factor 1 before the other Technical Sub-factors and Evaluation Factors are evaluated. Any Offeror receiving a rating of “Unacceptable” for Technical Sub-factor 1 shall not be evaluated any further, and shall be ineligible for award. The table below outlines the ratings and their descriptions for Sub-factor 1:

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

The overarching evaluation approach for Technical Sub-factors 2 and 3 follows:

- a. Understanding of the Requirements. The proposal will be evaluated to determine whether the Offeror has adequately and completely considered, defined, and satisfied the requirements specified in the RFP and the PWS, and demonstrates an understanding of those requirements.
- b. Feasibility of Approach. The proposal will be evaluated to determine the extent to

which the Offeror's proposed approach is feasible and the results achievable. The proposal will be evaluated to determine the extent to which performance is based upon proven devices and techniques. The proposal will be evaluated to determine whether the Offeror is able to successfully complete the proposed tasks and technical requirements within the required schedule.

Sub-factor 2 – Technical Approach

Technical Approach: The Government will evaluate the Offeror's technical approach and proposed subcontractor utilization to determine the extent to which the Offeror has demonstrated its knowledge, understanding, and ability to successfully execute the PWS requirements and provide technical support across all of the service disciplines listed in PWS, Paragraph 7.0, including:

- Public Affairs support
- Event Management
- Digital Media
- Graphics
- Industry Engagement
- Congressional Affairs Support

The Government will also evaluate the Offeror's technical approach to determine whether it includes a logical sequence of the tasks that must be performed to accomplish the PWS requirements and feasible risk mitigation strategies.

Sub-factor 3 – Management Approach: The Government will evaluate the Offeror's proposal for its Management Approach based on the following:

Element A. Management & Staffing Plans:

The Government will evaluate the Offeror's proposed Management Plan to determine whether the Offeror's approach: (1) clearly defines management roles and responsibilities; (2) demonstrates sound management controls, communication processes and work distribution methodologies; and (3) demonstrates realistic and achievable program management risk identification, classification, and mitigation strategies.

The Government will evaluate the Offeror's proposed Staffing Plan to determine whether the proposed labor categories are sufficient to meet the task requirements for the service disciplines listed in the PWS, Paragraph 7.0. The Government will also evaluate the Offeror's process for recruiting and retaining personnel to determine whether it is realistic; provides a means for filling vacant positions quickly; and provides a qualified workforce capable of providing continuous support. Finally, the Government

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will evaluate the Offeror’s organizational chart to determine the extent to which it correlates to the task areas for the proposed effort; roles and responsibilities are clearly identified and understood; and lines of responsibility and authority are clearly specified.

Element B. Key Personnel: The Government will evaluate the Offeror’s proposed Key Personnel to determine whether they have the required skills and qualifications to meet the requirements of the PWS, to include the minimum qualifications for the position for which they are being proposed. The Government will also verify that the Offeror has provided a letter of commitment for each proposed Key Personnel position that states the individual is available to begin work at the time of Task Order award; meets the requirements in PWS, Paragraph 8.11; and certifies that the employee’s total compensation package (including salary) has been agreed upon between the Offeror and the prospective employee.

Element C. Transition-In Plan: The Government will evaluate the Offeror’s Transition-In Plan to determine whether the Offeror has provided a realistic and achievable approach to assuming full contractual responsibility, without disruption or degradation of performance during the Transition-In period. The Government will also evaluate the Offeror’s Transition-In Plan to determine whether: (1) the Offeror has proposed staffing levels that comply with the requirements in PWS, Paragraph 9.0; (2) the Offeror’s proposed ramp-up time and approach to initiating project execution and bringing personnel on board at project start is realistic and achievable; (3) the Offeror has identify potential risks and proposed realistic and achievable mitigation strategies to address those risks; (4) the Offeror’s Transition-In schedule is reasonable and achievable; and (5) the Offeror’s processes for quickly filling any position vacancies, providing reach back capabilities and providing continuous support and continuity of services during the Transition-In period are realistic and achievable.

Technical Ratings: The Government will utilize the following adjectival rating scheme for Technical Sub-factors 2 and 3. As noted above, Technical Sub-Factor 1 will be evaluated before any other portion of the Offeror’s proposal. If an Offeror does not receive a rating of “Acceptable” for Technical Sub-factor 1, the Offeror shall not be evaluated any further, and shall be ineligible for award. Therefore, Technical Sub-Factor 1 will not be included in the best value determination.

TABLE 1

Combined Technical/Risk Ratings		
Color	Rating	Description

**Request for Proposal for Strategic Communication Support Services
 {{ENTER AGENCY AND OFFICE}}**

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.

Factor II – Past Performance

The Government will assess its degree of confidence in the Offeror’s ability to perform the PWS requirements successfully based on the Offeror’s record of recent and relevant past performance (see Paragraph 7.B for the definitions of “Recent” and “Relevant”). Both independent data and data provided by Offerors in their proposals may be used to evaluate the Offeror’s past performance. A single confidence rating will be established.

The Government will utilize the following adjectival rating scheme to evaluate the relevancy of the Offeror’s Past Performance references:

**TABLE 2
 Past Performance Relevancy Ratings**

**Request for Proposal for Strategic Communication Support Services
 {{ENTER AGENCY AND OFFICE}}**

Adjectival Rating	Narrative Description
Very Relevant	Present/past performance effort involved essentially the same scope and magnitude of effort and complexities as this solicitation requires.
Relevant	Present/past performance effort involved a similar scope and magnitude of effort and complexities as this solicitation requires.
Somewhat Relevant	Present/past performance effort involved some of the scope and magnitude of effort and complexities as this solicitation requires.
Not Relevant	Present/past performance effort involved little or none of the scope and magnitude of effort and complexities as this solicitation requires.

The Government will utilize the following adjectival rating scheme to assess its degree of confidence in the Offeror’s ability to perform the PWS requirements successfully:

**TABLE 3
 Performance Confidence Assessment Ratings**

Adjectival Rating	Narrative 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.

**Request for Proposal for Strategic Communication Support Services
{{ENTER AGENCY AND OFFICE}}**

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	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.
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.

PLEASE NOTE: Sources of existing information available to the Government include, but are not limited to, CPARS, FAPIIS, and SAM. The Government may use past performance information obtained from sources other than those identified by the Offeror. The Government reserves the right to use (or not use) past performance information submitted by the Offeror based on whether or not adequate past performance information is available in Federal databases.

PLEASE NOTE: In the case of an Offeror without a record of relevant past performance, or for whom information on past performance is not available or so sparse that no meaningful past performance rating can be reasonably assigned, the Offeror may not be evaluated favorably or unfavorably on past performance. Therefore, the Offeror shall be assigned a "Neutral Confidence" rating, which shall be considered "Acceptable."

Factor III – Price/Cost.

The Government will evaluate the Offeror's Price/Cost proposal, but it will not be adjectively scored.

The prices in the STRATCOMM Price Matrix (Attachment 0003) will be evaluated by adding all the base period CLIN prices, all the option period CLIN prices, and all the "Option to Extend Services" CLIN prices to determine the Offeror's total evaluated price (TEP).

Evaluation of options does not obligate the Government to exercise the option(s).

Completeness. The Government will evaluate the Offeror's Price/Cost submission to determine whether all the RFP requirements have been met, the figures are correctly calculated, and the proposed prices/costs are presented in a clear and useful format.

Reasonableness. Adequate price competition is anticipated; therefore, the Offeror's price proposal will be evaluated using one or more of the techniques defined in FAR 15.404-1 in order to determine if it is fair and reasonable.

Unbalanced Pricing. Offerors are cautioned against submitting an offer that contains unbalanced pricing. Unbalanced pricing may increase performance risk and result in the payment of unreasonably high prices. Unbalanced pricing exists when, despite an acceptable proposal, the price of one or more items is significantly over or understated, as indicated by the application of price analysis techniques. Unbalanced pricing also occurs when an Offeror "front end loads" by proposing performance of an unreasonable percentage of the labor, materials or ODCs in the early years of the contract. The Government will analyze offers to determine whether they are unbalanced with respect to separately priced items. Offers that are determined to be unbalanced may be rejected if the Contracting Officer determines that the lack of balance poses an unacceptable risk to the Government.

10. PROVISIONS AND CLAUSES: Commercial Clauses 52.212-4 Contract Terms and Conditions – Commercial Items (October 2018) and 52.212-5 Contract Terms and Conditions Required to Implement Statutes or Executive Orders – Commercial Items (January 2021) are applicable. Additional provisions and clauses are added as an addendum to FAR Clause 52.212-4. See Attachment 0005: Provisions and Clauses, and the PWS.

11. QUESTIONS: The due date and time for the submission of questions is {{ENTER DATE AND TIME}}. Submissions shall be submitted electronically using Attachment 0006: Request for Proposal Questions Template to the POCs as identified in Paragraph 15.

12. ACKNOWLEDGEMENT OF LETTER RFP AMENDMENT(S): Should one or more amendments be issued against this RFP, responding Offerors shall acknowledge each amendment. Acknowledgement of all amendments shall be made part of the proposal submittal (i.e., in Volume IV). If an amendment is issued after the proposal submission date, Offerors shall acknowledge the amendment by providing it as part of the revised proposal submission, or by email to the POCs identified in Paragraph 15, as directed by the Contracting Officer. Amendment acknowledgements shall reference the RFP and the respective amendment number.

13. AUTHORIZED REPRESENTATIVE: A proposal must be executed and signed by a representative authorized to commit the Offeror to contractual obligations. Offerors shall provide the name of their authorized representative, along with the position title, telephone number, and e-mail address of that individual.

14. DUE DATE AND TIME FOR PROPOSAL SUBMISSION: The due date and time for proposal submission is {{ENTER DATE AND TIME}}.

Submissions shall be submitted electronically to {{ENTER NAME}}, Contract Specialist, via email: {{ENTER EMAIL}}.

15. PROPOSAL VALIDITY: Proposal shall be valid for 120 days from the required submission date.

Attachments:

Attachment 0001: Performance Work Statement

Attachment 0002: Hours and Staffing

Attachment 0003: STRATCOMM Price Matrix

Attachment 0004: Past Performance Assessment

Questionnaire Attachment 0005: Provisions and Clauses

Attachment 0006: Request for Proposal Questions Template