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Army Enterprise Staff Management System  
(AESMS)  
Enterprise Task Management Software Solution  
(ETMS2)  
Request For Proposal  
Sections L & M

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Version 1.0

~~September 28~~November 23, 2020

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## Table of Contents

<b>SECTION L: INSTRUCTIONS, CONDITIONS, AND NOTICE TO BIDDERS .....</b>	<b>1</b>
1. Proposal Submission Instructions .....	1
2. Proposal Structure Instructions and Format.....	2
3. Proposal Instructions.....	4
4. Volume II-Technical Approach Proposal .....	5
5. Volume III-Management Approach Proposal .....	7
6. Volume IV-Past Performance Proposal.....	8
7. Volume V-Small Business (SB) Participation .....	8
7.1 Small Business Participation.....	8
7.2 Subcontracting Plan.....	9
8. Volume VI-Cost/Price Proposal.....	9
9. Government Furnished Equipment / Information / Property .....	10
10. Additional Information: .....	11
<b>SECTION M: EVALUATION FACTORS FOR AWARD .....</b>	<b>13</b>
1. General .....	13
1.1 Competition and Basis for Award.....	13
2. Factors to Be Evaluated.....	14
3. Evaluation Approach .....	14
3.1 Initial Considerations.....	15
3.2 Factor 1 - Technical Approach .....	15
3.3 Factor 2 - Management Approach .....	16
3.4 Factor 3 - Past Performance .....	17
3.5 Factor 4 - Small Business (SB) Participation .....	18
3.6 Factor 5 - Cost/Price .....	20
4. Rating Standards for the Non Cost/Price and Non Past Performance Factors .....	21

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## **SECTION L: INSTRUCTIONS, CONDITIONS, AND NOTICE TO BIDDERS**

### **1. Proposal Submission Instructions**

- A. These instructions describe the type and extent of information required and emphasizes the significant areas to be addressed in the proposal. Review the Performance Work Statement (PWS) contained in this Request for Proposal (RFP) for specific information that must be addressed within the proposal. Include sufficient information to enable the Government evaluators to make a determination relative to the Offeror's understanding of the requirements in each of the evaluated areas. It is the Government's intent to execute one (1) Contract to a qualified Offeror.
- B. In Accordance With (IAW) FAR clause 52.215-1, Instructions to Offeror's - Competitive Acquisition the Government intends to execute a Contract without discussions with Offeror's. Offeror's are cautioned to examine this RFP in its entirety and to ensure that its proposal contains all necessary information, provides all required documentation, and is complete in all respects. The Government is not obligated to make another request for the required information nor does the Government assume the duty to search for data to cure problems it finds in proposals. During the evaluation process the Government may request clarifications as needed. Clarifications do not constitute discussions and an Offeror is not allowed to change its proposal in response to a request for clarification. The Government reserves the right to open discussions if needed.
- C. The proposal shall be valid for a minimum of 120 days from the required submission date.
- D. The Offeror shall submit its proposal through Electronic Submission directly to the Contracting Office via email to Contracting Officer, Ms. Babette R. Murphy, [babette.r.murphy.civ@mail.mil](mailto:babette.r.murphy.civ@mail.mil), and Contract Specialist, Ms. Jennifer Smith, [Jennifer.I.smith974.civ@mail.mil](mailto:Jennifer.I.smith974.civ@mail.mil).
- E. To avoid rejection of an offer, the Offeror must make every effort to ensure their electronic submission is virus free. Submissions or portions thereof submitted which cause the automatic system to detect the presence of a virus or which are otherwise unreadable will be treated as "unreadable."
- F. Offers, modifications, revisions, or withdrawals of offers received after the date established in the RFP for receipt of proposals will be handled IAW FAR 52.215-1.
- G. All questions pertaining to this RFP shall be submitted directly to the contracting officer and the contract specialist via email. The Offeror may submit questions up to three (3) days after the RFP is posted. The Government is not obligated to provide responses to all questions submitted by Offeror's, but will consider them and incorporate changes into the RFP as deemed necessary. Any questions that are answered shall be provided to all Offeror's.
- H. Reference: RFP Section \_\_\_\_, Paragraph(s) \_\_\_\_, Page(s) \_\_\_\_ . Question \_\_\_\_\_ Answer \_\_\_\_\_

Your questions shall be submitted in the format above in an Excel spreadsheet titled "Request for Proposal W52P1J-20-R-ETMS2 Questions".

## 2. Proposal Structure Instructions and Format

- A. This section provides general guidance for preparing proposals as well as specific instructions on the format and content of the proposal. To be considered for award, the Offeror's proposal must include all data and information requested by the RFP and must be submitted IAW these instructions. The offer shall be compliant with the requirements as stated.
- B. The Government reserves the right to reject any proposal that does not comply with proposal preparation instructions; resulting in no further consideration for award purposes.
- C. The proposal shall be clear, concise and include sufficient claims. The proposal should not simply rephrase or restate the Government requirements, but shall provide convincing rationale to address how the Offeror intends to meet these requirements. Offeror's shall assume that the Government has no prior knowledge of their facilities and experience and will base its evaluation on the information presented in the Offeror's proposal.
- D. Offeror's who include in their proposals data they do not wish disclosed by the Government except for evaluation purposes, shall Mark the title page with the following legend:

- "This proposal includes data that shall not be disclosed outside the Government and shall not be duplicated, used or disclosed--in whole or in part--for any purpose other than to evaluate this proposal. If, however, a contract is awarded to this Offeror as a result of--or in connection with--the submission of this data, and the Government incorporates the proposal as part of the award, the Government shall have the right to duplicate, use, or disclose the data. Also, this restriction does not limit the Government's right to use information contained in this data if it is obtained from another source without restriction. The data subject to the restriction is contained in sheets (insert numbers or other identification of sheets)"; and

Mark each sheet of data it wishes to restrict with the following legend:

- "Use or disclosure of data contained on this sheet is subject to the restriction on the title page of this proposal or quotation."

The Government assumes no liability for disclosure or use of unmarked data and may use or disclose the data for any purpose. Unless restricted, information submitted in response to this request may become subject to disclosure to the public pursuant to the provisions of the Freedom of Information Act (5 USC. 551).

- E. Page limitations shall be treated as maximums. If exceeded, the excess pages will not be read and will not be considered in the evaluation of the proposal. Page limitations may also be established for responses to Evaluation Notices (ENs). The specified page limits for EN responses will be identified in the notifications forwarding the ENs to the Offeror's.
- F. Page Size and Format

A page is defined as each face of an 8.5 x 11 inches sheet of paper containing information. Each volume shall be clearly identified and the text shall begin at the top

of each page. All pages of each volume shall be appropriately numbered and identified by the Government provided Offeror code, date, and RFP number in the header and/or footer. A Table of Contents shall be included. The cover page and table of contents are excluded from the page limitations. The files shall be Microsoft Word (.doc or .docx file extensions) and utilize the following page set-up parameters:

Margins (Top, Bottom, Left, Right) = 1.0 inch  
Gutter = 0 inches  
From Edge Header, Footer = 0.5 inches  
Page Size, Width = 8.5 inches  
Page Size, Height = 11 inches  
Paragraphs = Separated by at least one blank line

Microsoft Excel (.xls or .xlsx file extensions) files shall use the following page set-up parameters:

Margins (Top, Bottom, Left, Right) = 1.0 inch  
Gutter = 0 inches  
From Edge Header, Footer = 0.5 inches  
Page Size, Width (Maximum) = 11 inches  
Page Size, Height (Maximum) = 14 inches

When both sides of a sheet display printed material, it shall be reflected as two pages. Pages shall be single spaced. The font type shall be Arial and text size shall be no less than 12 point. Tracking, kerning and leading values shall not be changed from the default values of the word processing or page layout software. Pages shall be numbered sequentially within each volume. These page format restrictions shall apply also to responses to ENs. Page limitations shall be calculated as though the document were printed as a hard copy proposal.

- 1) Tables, Charts, Graphs, and Figures. These displays shall be uncomplicated, legible, and shall not exceed 11 x 17 inches in size. Electronic foldout pages may only be used for large tables, charts, graphs, diagrams and schematics; not for pages of text. For tables, charts, graphs and figures, the text shall be no smaller than 10 point font size. For electronic submissions, page limitations shall be calculated as though the document were printed as a hard copy proposal.
- 2) Each volume shall contain a Glossary/Acronym List of all abbreviations/acronyms used and a definition for each within that volume. Glossaries of abbreviations and acronyms do not count against the page limitations for their respective volumes.
- 3) Each volume shall be written on a stand-alone basis so that its contents may be evaluated with no cross-referencing to other volumes of the proposal. Information required for proposal evaluation which is not found in its designated volume will be assumed to have been omitted from the proposal. Within a proposal volume, cross-referencing is permitted where its use would conserve space without impairing clarity.
- 4) Cost or pricing information of any kind shall NOT be included in any volume except the Cost and Pricing Proposal.

- 5) Number of Copies and Format. The Proposal shall be submitted in electronic (searchable) format to the Points of Contact identified in Section 1(D). Self-extracting .exe files, hyperlinks, and ZIP files are not acceptable. The electronic copies of the proposal shall be submitted in a format readable by Microsoft (MS) Office or searchable Adobe Acrobat (.pdf).

### 3. Proposal Instructions

The proposal shall be prepared in a clear, legible, practical manner. In addition, the Offeror shall write the proposal in English and must be specific and complete as described in these instructions. In the event of a conflict between the Offeror's proposal and the RFP, the RFP shall take precedence.

Table 1 **Proposal Submission Chart**

#	Item	Description	Location	Page Limit
1	Offeror Code and RFP number	Include Offeror Code and RFP number in all pages of proposal submission	Header	N/A
2	The name, address, and telephone and facsimile numbers of the Offeror (and electronic address if available)		In Cover letter or Title Page of Proposal	1
3	Name, title, and signature of person authorized to sign the proposal	Proposals signed by an agent shall be accompanied by evidence of that agent's authority, unless that evidence has been previously furnished to the issuing office	In Cover letter or Title Page of Proposal	1 (However Offeror includes additional 1 page to document evidence of authority)
4	A statement specifying the extent of agreement with all terms, conditions, and provisions included in the RFP		In Cover letter or Title Page of Proposal	1
5	Number of days Valid (Minimum 120 days)		In Cover letter or Title Page of Proposal	1
6	RFP Letter and all amendments included	Acknowledgement of the RFP and all Amendments	Volume I of Proposal-Contract Documentation	No Page Limit
7	Electronic Representations and Certifications signed by a person authorized to enter into the proposed Task Order	Section K and from SAM	Volume I of Proposal-Contract Documentation	No Page Limit
8	Registered in SAM and includes CAGE Code	Use of CAGE indicates registration in SAM	Volume I of Proposal-Contract Documentation	No Page Limit
9	Factor 1- Technical Proposal <ul style="list-style-type: none"> <li>Mandatory Requirements</li> </ul>		Volume II of Proposal-Technical	25 page limit (Certifications)



	<ul style="list-style-type: none"> <li>Quality of Control</li> <li>Transition Plan</li> </ul>		Proposal and Certifications	not included in page count)
10	Factor 2- Management Approach <ul style="list-style-type: none"> <li>Experience</li> </ul>		Volume III of Proposal- Management Approach	10 page limit
11	Factor 3- Past Performance		Volume IV of Proposal	10 page limit
12	Factor 4- Small Business (SB) Participation		Volume V of Proposal	No page limit
13	Factor 5- Cost/Price Proposal		Volume VI of Proposal	5 page limit

Please use the following File Names:

CompanyCode\_Cover Letter\_RFP\_W52P1J-20-R-ETMS  
 CompanyCode\_VolumeI\_Contract Documentation\_RFP\_W52P1J-20-R-ETMS  
 CompanyCode\_VolumeII\_Technical\_RFP\_W52P1J-20-R-ETMS  
 CompanyCode\_VolumeIII\_Management\_RFP\_W52P1J-20-R-ETMS  
 CompanyCode\_VolumeIV\_Past\_Performance\_RFP\_W52P1J-20-R-ETMS  
 CompanyCode\_VolumeV\_Small\_Business\_Participation\_RFP\_W52P1J-20-R-ETMS  
 CompanyCode\_VolumeVI\_Cost/Price\_Proposal\_RFP\_W52P1J-20-R-ETMS

#### 4. Volume II-Technical Approach Proposal

The Offeror shall provide a complete and detailed description of its approach to executing the PWS and shall include any assumptions associated with the proposed Technical Factor.

The Technical Approach proposal must include completed and verifiable documentation addressing A. and B. below for evaluation:

- A. Software being offered is a Commercial off the Shelf product and will not require any software design to deliver – should not require any customization to be effective.
- B. Contractor demonstrates an ability to connect their solution to CATMS and existing instances of the Task Management Tool (TMT).

\*If the Offeror fails to provide both A and B the Government reserves the right to not further evaluate the Offeror's proposal.

If both of the criteria at A and B are determined to be present within the Offeror's proposal, the remainder of the Technical Approach proposal at a minimum must convey a thorough demonstration and understanding of work and its ability to adhere to the establishment of government accounts, provide portal access, and required visibility into usage and billing contained in this RFP to accomplish all aspects of the PWS. The contractor shall describe any value-added services and resources, (services, support, staff, tools, and other assets) and describe the specific role as they support these requirements. The Technical Approach Factor is not to exceed ~~20~~5 pages.

The Offeror shall describe, in detail, their technical approach and overall ability to deliver task and correspondence management Software-as-a-Service (SaaS) to myriad customers across the field of Department of Defense (DoD) operations. This description shall, at a minimum, specifically address the approach towards providing a Commercial-off-the-Shelf (COTS) product that has a connection to the Office of the Secretary of Defense (OSD) Correspondence and Task Management System (CATMS) and interoperable with existing instances of the Task Management Tool (TMT), meeting customer requirements for deploying and training personnel in the use of the task and correspondence management software.

The following element is required in the Offeror's response to the RFP:

**Quality of Control:** The proposal shall include as an attachment to its volume III proposal, a Quality Control Plan (QCP). The QCP shall document how the Offeror will meet and comply with the quality standards established in this PWS. At a minimum, the QCP must include a self-inspection plan, an internal staffing plan, and an outline of the Offeror's procedures to maintain quality, timeliness, responsiveness, customer satisfaction, and any other requirements set forth in this RFP.

The following element is required in the Offeror's response to the RFP:

**Transition:** Any resulting award shall contain Transition-In and Transition-Out phases. Transition-In and Transition-Out efforts shall be priced separately for the periods specified in this RFP. The Offeror's Transition-In Plan shall:

- A. Be achievable,
- B. Discuss the approach to incorporating Government-specified associated efforts which may already be underway,
- C. Assume custody of configuration control documents, and
- D. Take physical responsibility for Government-specified items.

Your company is to provide a plan for 60 days of incoming transition. This plan is to be submitted as part of your Non-Cost/Price quote (subject to applicable overall Non-Cost/Price quote page limits).

The Transition-In Plan shall include:

- A. Coordination with designated Government representatives,
- B. Review, evaluation, and transition of current support services,
- C. Transition of historical data to Offeror systems,
- D. Attend government-required training and certification processes,
- E. Orientation phase and program to introduce Government personnel, programs, and users to the Offeror's team, tools, methodologies, and business processes,
- F. Distribution of ~~Offeror-purchased~~ Government-owned assets, including facilities, equipment, furniture, telephone lines, computer equipment, etc.,
- G. Transfer of Government Furnished Equipment (GFE) and Government Furnished Information (GFI), and Government inventory management assistance,
- H. Applicable briefing and personnel in-processing procedures,

- I. Coordinate with the Government to issue and account for Common Access Cards (CACs), Building Passes, and security access codes.

## **5. Volume III-Management Approach Proposal**

The proposal shall provide written information that shall describe the Offeror management approach, including a staffing strategy that will lead to the successful accomplishment of the requirement.

As an attachment to their Volume III submission, Offeror's shall include a draft Program Management Plan (PMP). The draft PMP shall document how the Offeror will meet and comply with the requirements established in the PWS. The draft PMP shall not exceed 5 pages.

The Offeror shall explain how their chain-of-command practices will contribute in a positive manner to ensuring completion of all tasks (particularly emphasizing communications, accounting, crosschecks on schedule early enough to take necessary corrective actions, and flexibility in allocating resources based on Government priorities).

The Offeror shall discuss their approach to coordinating, directing, and effectively managing all their Subcontractors.

The following element is required in the Offeror's response to the RFP:

**Experience:** The proposal shall provide written information which effectively demonstrates the Offeror's relevant experience identical to, similar to or related to performing services contained within the PWS. The proposal shall provide evidence of the Offeror experience (for this purpose, experience refers to what their company has done, not how well it was accomplished) in performing proposal processes and procedures. The Offeror proposal shall demonstrate the amount of relevant corporate experience the Offeror possesses and illustrate the amount of relevant experience possessed by the proposed Key Personnel. The Offeror shall provide evidence that the organization has current capabilities for assuring performance of this requirement. Evidence of supporting subcontractors, consultants, and business partners will be considered. Experience shall show:

- A. Appropriate mix and balance of education and training of team members and
- B. Quality and effectiveness insofar as the allocation of personnel and resources.

**Key Personnel:** The following positions are estimated to be filled by Key Personnel:

- A. Program Manager – Senior
- B. System Engineering Lead

For all individuals quoted to fill Key Personnel positions identified, your company shall submit resumes. Resumes of Key Personnel do not count against the page totals. These resumes shall include a list of relevant training, education, and certifications. Proof of such may be requested prior to beginning work. Additional resumes may be submitted to demonstrate overall corporate experience.

The Offeror shall provide a team with substantive experience delivering task management SaaS, training and support to U.S. Government organizations located in the continental and outside of the continental United States (CONUS/OCONUS). The Offeror shall include verifiable examples of personnel conducting software installation and maintenance, training, and help desk efforts.

## **6. Volume IV-Past Performance Proposal**

Addendum 0006, Past Performance Questionnaire, is provided in order for Offerors to submit at least three (3) but no more than five (5) references of relevant contracts/orders within the past three (3) years. The contracts/orders may be past or current as long as the performance did not end more than three (3) years prior to the due date for the submission of the resultant offer from this RFP, and the contracts/orders may have been with Federal, State and/or City agencies and commercial customers.

- A. Reference Content: It is the Offeror's responsibility to provide valid, current, and verifiable references.
- B. Points-of-Contact (POCs): The POCs identified within the Questionnaire must be either Government personnel (civil service or military) or employees of private sector clients (such as public or private sector medical facilities) with whom the Offeror has provided services. Information provided by or for POCs who work directly for your company, or indirectly (i.e., in a prime or subcontractor relationship), will NOT be considered relevant.
- C. Subcontractor Consent: If a subcontracting relationship is quoted, the Offeror shall submit the consent of its quoted principal subcontractor(s) to disclose their past performance information to the Offeror (Prime Contractor) along with the Offeror submission. If the quoted principal subcontractor(s) consent is not provided at the time of the Offeror proposal submission, the past performance information for the principal subcontractor(s) may not be considered by the Government in assessing the Offeror's past performance.
- D. Information from Other Sources: The Government may also consider information obtained through other sources. The Offeror shall ensure that contact information for designated references is accurate and up-to-date.

## **7. Volume V-Small Business (SB) Participation**

### **7.1 Small Business Participation**

The Offeror shall demonstrate small business participation by detailing its proposed approach to meet the requirements under this factor by addressing the following two areas in its Small Business Participation proposal:

- A. Proposed Small Business Participation Plan in performance of the potential contract (applies to both Other Than Small Businesses and Small Businesses)
- B. Commitment to Small Business:
  - 1. Payment Procedures (applies to both Other Than Small Businesses and Small Businesses)
  - 2. Compliance with Small Business Subcontracting Plans (applies to Other Than Small Businesses only)

- C. The Offeror shall complete the Small Business Participation Plan Addendum 0008 to show maximum practicable opportunities to small businesses to compete on this requirement in accordance with FAR 52.219-8, Utilization of Small Business Concerns.
- D. The Offeror shall include a written statement of its established procedures to ensure timely payments to small business subcontractors in accordance with FAR 52.219-8, Utilization of Small Business Concerns (for those contracts under which it was required within the past three years from the closing date of this solicitation). If not required in any recent contracts, the Offeror shall so state.
- E. Note: for Other than Small Businesses ONLY. Compliance with terms and conditions of FAR 52.219-9, Small Business Subcontracting Plan (if required on recent contracts). The Other than Small Business Offeror shall provide three Individual Subcontracting Reports (ISRs) for recent contracts (performed within the past three years from the closing date of this solicitation) that included a subcontracting plan. Offerors using Commercial Subcontracting Plans shall provide three Summary Subcontract Reports (SSRs) and the associated Commercial Subcontracting Plan for each SSR. Caution: SSRs based on Individual Subcontracting Plans will not be accepted. If Small Business Subcontracting Plans were not required in any recent contracts, the Offeror shall so state. If the Offeror has less than three recent contracts, the Offeror shall provide the most recent ISR (or SSR for Commercial Subcontracting Plans) for each contract it has, and state that the Offeror does not have three recent contracts.

## **7.2 Subcontracting Plan**

Note for Other than Small Businesses ONLY. Separate from Small Business Participation, Other than Small Business Offerors shall also submit a Small Business Subcontracting Plan as required by FAR 19.7 (FAR Clause 52.219-9, Small Business Subcontracting Plan). The Small Business Subcontracting Plan will be reviewed when the apparent awardee is determined. In accordance with AFARS Appendix DD, the Small Business Subcontracting Plan must correlate with the percentages of small business utilization identified in the contractor's Small Business Participation Plan in order to be eligible for award. For Offerors utilizing a Commercial Subcontracting Plan the Offeror shall also provide an explanation showing how the percentages of small business utilization identified in the contractor's Small Business Participation Plan correlate to the goals in its Commercial Subcontracting Plan in order to be eligible for award.

## **8. Volume VI-Cost/Price Proposal**

- A. The Government intends to award a Firm Fixed Price (FFP) contract. The FFP CLIN structure is found in the Pricing Matrix provided at Addendum 0004.
- B. Offeror's proposal shall be based on Addendum 0001 (the PWS requirements). A proposal is presumed to represent the Offeror's best offer in response to this RFP.
- C. In completing Addendum 0004 (Pricing Matrix), Offeror must comply with the instructions below, along with more specific requirements found on the Pricing

Matrix, LCATS, and LCAT Descriptions tabs of said Addendum 0004. Failure of the Offeror to comply with these instructions may result in Offeror's proposal being removed from further consideration of award.

- 1) Addendum 0004 is an Excel file with certain locked cells that Offeror may not unlock, unprotect, or change. Offeror's proposal must include Addendum 0004 in the same Excel format (i.e., not a PDF). Offeror must populate all yellow highlighted cells. For areas that Offeror intends to propose no cost or no discount, Offeror shall populate those applicable cells with a zero (0).
  - 2) Offeror shall enter its full legal name on the Pricing Matrix tab in the cell highlighted in yellow.
  - 3) Offeror shall enter its CAGE Code on the Pricing Matrix tab in the cell highlighted in yellow.
  - 4) Throughout the workbook, in the cells highlighted in yellow, Offeror shall enter its proposed, prices, discounts, labor hour, and their Fully Burdened Labor Rates (FBLR) for the Base Year, Option Year 1, Option Year 2, Option Year 3, and Option Year 4.
  - 5) The Offeror shall submit a completed copy of the Pricing Matrix to support the additional ordering of software and services beyond the base award. The Pricing Matrix is designed to capture labor categories and rates, service costs, and costs and cumulative discounts for software licenses and services for the life of the contract. The Offeror's completed Pricing Matrix will identify the costs for each identified category by contract year to reflect any inflation or discounts. The prices listed in each tab within the Pricing Matrix will be used to develop pricing for the base award and future organizations under this contract.
  - 6) The Offeror shall use the labor categories specified in Pricing Matrix. If the Offeror intends to propose any other labor categories that you believe are more consistent with the task(s) specified in the PWS, the Offeror must provide a cross reference matrix with the PWS to ensure your proposal is considered and evaluated. Any use of Key Personnel or other labor categories, not already established in the Pricing Matrix, shall be explained in full as to why an existing labor category is impractical to use or the proposal shall be deemed noncompliant.
- D. The Government is not under any obligation to correct proposal errors or omissions. Those proposals with errors/omissions, where the Government is unable to ascertain the Offeror's intent without meaningful exchanges or clarifications, may be removed from further consideration.
- E. All prices shall be stated in U.S. dollars, and limited to two decimal places.
- F. The price volume has no page limit.

## **9. Government Furnished Equipment / Information / Property**

If applicable, a listing of Government Furnished Equipment / Information / Property shall be included as a separate attachment to this RFP. Offeror's must include as an attachment to their Non-Cost/Price quote, a listing of any Government Furnished



Equipment/Information/Property or Contractor-Acquired – Government-Owned Property (CAP), not already identified but necessary to perform the PWS requirements. This attachment shall include any Contractor-purchased or acquired/Government-owned items. The attachment must include the following information: serial/asset tag number, item description, quantity, and current location. Detailed bills-of-materials (BoMs) shall be submitted along with the quote, noting item numbers, prices, and need-by dates for all required GFE.

**10. Additional Information:**

- A. Alternate quotes will not be evaluated by the Government.

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## **SECTION M: EVALUATION FACTORS FOR AWARD**

### **1. General**

#### **1.1 Competition and Basis for Award**

- A. The Government is conducting this competition on a full and open basis IAW Federal Acquisition Regulation (FAR) 6.100 and 15.101-1 Best Value Continuum, Department of Defense (DoD) Source Selection Procedures, and the Army Supplement to the DoD Source Selection Procedures A single Contract award will be made to the Offeror who is determined to be the best value to the Government IAW the criteria set forth in Section M of this solicitation. Awarded contract will be a Firm Fixed Price (FFP) consisting of one (1) base year, and four (4) one-year options.
- B. Contract award will be made to that Offeror whose proposal offers the best overall value to the Government based on an integrated assessment of the non-price and price related factors.
- C. As this is a best value procurement, the Government reserves the right to make an award to an Offeror other than the lowest priced Offeror or the highest rated proposal. In the event, if the non-price factors are evaluated as comparatively equal between two of more Offeror's, the Price factor may become the determining factor for award.
- D. Unless all offers are rejected, award will be made to the responsible Offeror whose offer, conforming to the solicitation, is determined to be the best overall value to the Government, price and other factors considered. Within the best value continuum, the Government will employ a "price/technical tradeoff" analysis of price and non-price factors (FAR 15.101-1) in evaluating the proposals submitted.
- E. To receive consideration for award, an adjectival rating of at least "Acceptable" must be achieved for Factor(s) 1-Technical Approach and 2-Management Approach. The Adjectival rating of Relevant and Performance Confidence Assessment will be applied for Factor 3-Past Performance. The adjectival ratings are defined below. An award will not be made to any Offeror that receives a deficiency in any factor.
- F. All proposals which are compliant will be subject to evaluations by a Government Source Selection Team. Proposal content will be evaluated to determine the degree and extent to which the requirements set forth in the solicitation are satisfied. Assumptions will not be made by Government evaluators regarding areas not defined in the Offeror's submitted proposal, with the exception of Past Performance where data extrinsic to an Offeror's proposal may be evaluated.
- G. Contract award will be determined based upon the evaluation of each Offeror's complete proposal against the evaluation criteria identified below.
- H. Consistent with FAR 52.215-1; Section (f)(4), the Government intends to evaluate proposals and award a contract without discussions with Offeror's (except clarifications as described in FAR 15.306(a)). However, if determined to

be necessary by the Government, a competitive range consisting of the most highly rated proposals may be established, FAR 15.306(c). The Government may engage in communications under FAR 15.306(b) as necessary to determine which Offeror's shall remain and be included within the competitive range. The competitive range, if necessary, will be established taking into account that a single award will be made. Any proposal which does not have a realistic chance of receiving award will not be included in the competitive range.

- I. In the event a competitive range is established, the Government will conduct discussions with all Offeror's in the competitive range. Discussions will be conducted IAW FAR 15.306(d). At the conclusion of discussions, the Government will request a final and revised proposal revision from all remaining Offeror's. Offeror's determined not within the competitive range will be notified of this decision, IAW FAR 15.503. If during discussions it is determined that an Offeror's proposal shall no longer be included in the competitive range, the Government reserves the right to eliminate the proposal from consideration for award and will notify the Offeror of this decision IAW FAR 15.503.

## **2. Factors to Be Evaluated**

The factors for this requirement are outlined below. They are listed in their order of importance for the evaluation phase:

### **Factor 1- Technical Approach**

- Mandatory Requirements
- Quality Control
- Transition Plan
- 

### **Factor 2- Management Approach**

- Experience

### **Factor 3- Past Performance**

### **Factor 4-Small Business Participation**

### **Factor 5- Cost/Price**

## **3. Evaluation Approach**

The Government may render any proposal unacceptable which:

- Merely offers to perform work according to the solicitation terms or fails to present more than a statement indicating its capability to comply with the solicitation terms without support and elaboration as specified in Section L of this solicitation.
- Reflects an inherent lack of technical competence or a failure to comprehend the complexity and risks required to perform the solicitation requirements in relation to the proposed prices.
- Is unbalanced within the meaning of FAR Part 15, or is unbalanced as to prices for the Base Year and for subsequent Option Years where prices are significantly high or low for one given year versus another year.

- Fails to meaningfully respond to the Instructions specified in section L of this solicitation.

Any proposal that is evaluated as unacceptable in terms of any of the evaluation factors may be rejected for such reasons. Furthermore, any significant inconsistency between proposed Technical Approach, Management Approach, Past Performance, Price and Small Business submitted, if unexplained, may be grounds for rejection of the proposal due an Offeror's misunderstanding of the work required or an inability to perform any resultant work under the contract. The Government will evaluate each proposal strictly IAW its' content and will not assume that performance will include areas not specified in the Offeror's proposal.

### **3.1 Initial Considerations**

All proposals will be initially evaluated for compliance with the instructions in Section L of this solicitation.

Offeror's who submitted proposals IAW instructions and have met the compliance requirements, will have its proposal evaluated by an evaluation team. The Government may engage in clarifications and/or communications with Offeror's IAW FAR 15.306(a) and (b), however, as provided previously, the Government does not intend to hold discussions.

### **3.2 Factor 1 - Technical Approach**

This section of the proposal will be used to assess the Offeror's understanding of the tasks to be performed, as well as their technical approach and methodology for accomplishing tasks under any resultant award to meet the requirements of the PWS. The technical approach will be evaluated for evidence of a reasonable, well-thought-out approach, likely to yield the required results within the required timeframe. Specifically; the degree to which the proposed technical approach demonstrates a clear understanding of the effort required for each site, as well as how the Offeror plans and executes the deployment of software and training.

A. The Government will assess the Offeror's proposed solution for the following mandatory technical requirements:

- Software being offered is a Commercial off the Shelf product and will not require any software design to deliver – should not require any customization to be effective.
- Contractor demonstrates an ability to connect their solution to CATMS and existing instances of the Task Management Tool (TMT).

Mandatory Technical Requirements will be assigned either a "Pass" or "Fail" rating when evaluating. If an Offeror receives a rating of "Fail" for either of these requirements, the Government reserves the right to not evaluate the Offeror's proposal further.

B. The Government will assess the Offeror's Technical Approach proposal and attachments for feasibility and service level performance IAW the Performance Work Statement (PWS):

- 1) The proposed approach is feasible and the end results are achievable and provide the Government with a high level of confidence of successful completion.
  - 2) The proposed performance is based upon proven products and techniques to deliver a Commercially Operated task management SaaS.
  - 3) The proposal will be evaluated to determine the extent to which the Offeror understands all aspects involved in meeting the requirements; and the extent to which uncertainties are identified and resolutions proposed.
  - 4) The Government will evaluate proposals to determine compliance with all requirements of the solicitation, including any attachments and exhibits. It will also evaluate proposals for unique, creative and innovative methods, processes, and/or solutions that are beneficial to the Government and demonstrate responsiveness to customer needs.
  - 5) Adequacy of Response/Completeness - The proposal will be evaluated to determine whether the Offeror's methods and approach have adequately and completely considered, defined, and satisfied the requirements. The proposal will be evaluated to determine the extent to which each requirement has been addressed IAW the proposal submission section of the solicitation.
  - 6) The Government will evaluate the Offeror's proposed technical solution to meet the requirement for interoperability to exchange information with the Office of the Secretary of Defense (OSD) Correspondence and Task Management System (CATMS), and existing instances of the Task Management Tool (TMT).
- C. Quality of Control: The Offeror's quality control approach will be evaluated for the degree to which their quoted methodology identifies processes, procedures, and metrics which are likely to result in successful outcome within cost and on schedule.
- D. Transition Plan: The Offeror's transition plan will be evaluated for the degree to which their quoted plan provides a feasible and coherent strategy which would likely result in successful outcome within cost and on schedule.

### 3.3 Factor 2 - Management Approach

The draft Program Management Plan (PMP) will be used to assess the degree to which the Offeror demonstrates their clear understanding of the labor skills mix required to deliver task and correspondence management software, training, and support to multiple end-user site locations, both CONUS and OCONUS on-time and on-budget.

- A. Experience: The quote will be evaluated on the degree to which the quote reflects current capabilities and corporate/staff experience (including Subcontractors) identical to, similar to, or related to the requirement to deliver task and correspondence management software, training, and support to multiple end-user site locations, both CONUS and OCONUS on-time and on-budget.. Additionally, the Offeror shall be evaluated on the amount of relevant experience possessed by quoted Key Personnel.

### 3.4 Factor 3 - Past Performance

Past performance is evaluated as a predictor of future contract performance. The Government will assess the degree of confidence it has that the Offeror will successfully perform the requirements IAW the PWS and contract terms based on the Offeror's demonstrated record of recent, relevant performance.

- A. Past performance will be evaluated for the Offeror. The Offeror's recent and relevant projects/contracts will be assessed to determine the Offeror's Past Performance Confidence Assessment Rating.
- B. The Government may consider the recency, degree of relevance, source, and context of the past performance information it evaluates as well as quality, general trends in performance, and demonstrated corrective actions. A significant achievement, problem, problem resolution, or lack of relevant data in any element can become important consideration in the assessment process. A negative finding in any element may result in a lower Overall Past Performance Confidence Assessment Rating.
- C. Absent any recent and relevant past performance history, the Offeror will be assigned an "Unknown Confidence (Neutral) Past Performance Rating" and its proposal will not be evaluated either favorably or unfavorably for this factor.
- D. In conducting the past performance evaluation, the Government may use information obtained from other sources, or may use information with regard to other contracts performed by the Offeror of which it has knowledge, whether or not those contracts are disclosed to the Government by the Offeror.
- E. In performing the evaluation of the Past Performance Factor, relevancy and performance confidence assessment ratings which will be used in the evaluation of past performance information is as follows:

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

Table 2 Past Performance Relevancy Ratings

Adjectival Rating	Narrative Description
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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.
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.
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.

Table 3 **Performance Confidence Assessment Ratings**

- F. The Government is not required to interview all points of contact identified by the Offeror, but will make attempts to interview all points of contact identified. It is the responsibility of the Offeror to provide complete past performance information and thorough explanations as required by Section L. The Government is not obligated to make any further requests for the required information.

### 3.5 **Factor 4 - Small Business (SB) Participation**

#### **Small Business Participation**

Small Business Participation is evaluated in order to support the Government policy that Small Businesses be provided maximum practicable opportunities in Government acquisitions. The Government will evaluate the degree to which the Offeror's Small Business Participation Plan demonstrates the Offeror's commitment to maximizing opportunities for small businesses. The Government will consider both the degree to which an Offeror meets or exceeds any single socio-economic category, as well as the number of socio-economic categories that an Offeror meets or exceeds. The Government will consider two areas:

- A. Proposed Small Business Participation
- B. Commitment to Small Business

The Government has established the following goals for this procurement, based on total contract value (including options):

Small Business (SB) 16%



Small Disadvantaged Business (SDB) \_5\_\_%

Women Owned Small Business (WOSB) \_3.5\_\_%

HUBZone-Certified Small Business (HUBZone) \_0.3\_\_%

Veteran-Owned Small Business (VOSB) \_2\_\_%

Service-Disabled Veteran-Owned Small Business (SDVOSB) \_1.75\_\_%

The Offeror's proposed percentage of participation (goals) identified in the Small Business Participation Plan will be evaluated against the Government's Goal for each socio-economic category. The Government will compare the Offeror's proposed percentage of participation for each category to the Government's goal. The proposed plan will also be evaluated on the extent of participation for multiple socio-economic categories. In addition, the proposed plan will be evaluated with regard to the percentage of total dollars going to Small Businesses.

Note: Small business primes may achieve small business participation goals through their own performance/participation as a prime and also through subcontracting to other small businesses.

The Government will evaluate the Offeror's written statement of its established procedures for timely payments to small business subcontractors in accordance with FAR 52.219-8, Utilization of Small Business Concerns for those recent contracts for which it was required (contracts performed within the past three years from the closing date of this solicitation). If the Offeror has no historical information, the proposal will be evaluated without regard to this paragraph.

For Other than Small Businesses, the Government will evaluate the Offeror's compliance with reporting requirements on Individual Subcontracting Reports (ISRs) or Summary Subcontract Reports (SSRs) and achievement on each goal stated within the subcontracting plan as reported on each ISR or the goals stated in the associated commercial subcontracting plan and reported on each SSR, in accordance with FAR 52.219-9, Small Business Subcontracting Plan for those recent contracts under which it was required (contracts performed within the past three years from the closing date of this solicitation). If the Offeror has no historical information, the proposal will be evaluated without regard to this paragraph.

The USG will develop one overall Small Business Participation rating for each Offeror based on the evaluation criteria described above and assign an adjectival Small Business Participation Rating from the table below:

Rating	Description
<b>Outstanding</b>	Proposal indicates an exceptional approach and understanding of the small business objectives.
<b>Good</b>	Proposal indicates a thorough approach and understanding of the small business objectives.

<b>Acceptable</b>	Proposal indicates an adequate approach and understanding of small business objectives.
<b>Marginal</b>	Proposal has not demonstrated an adequate approach and understanding of the small business objectives.
<b>Unacceptable</b>	Proposal does not meet small business objectives.

Table 4 **Small Business Participation Plan and Subcontracting Ratings**

### 3.6 Factor 5 - Cost/Price

Cost/price will be evaluated an evaluated factor, however, it will not be adjectively scored. The FAR requires that contracts be awarded at prices that are fair and reasonable. The Government will evaluate and access the Price factor to determine price reasonableness. Additional analysis techniques may be used as determined necessary by the Contracting Officer.

The Government will evaluate price reasonableness IAW FAR 15.404-1(b), the Government may use any one or a combination of the techniques listed at FAR 15.404-1(b)(2) to determine the price fair and reasonable. The Government expects adequate price competition (FAR 15.404-1(b)(2)(i), therefore, a comparison will be made of total evaluated prices. However, the Government also reserves the right to require submission of data other than certified cost or pricing data adequate to determine the reasonableness of an offer.

As part of the evaluation, proposals may be reviewed to identify any unbalanced pricing. IAW FAR 15.404-1(g), a proposal may be rejected if the Contracting Officer determines the lack of balance poses an unacceptable risk to the Government.

For evaluation purposes, the Total Evaluated Price (TEP) will be calculated as follows:

- A. The Pricing Matrix (Addendum 0004) Tabs will represent all of the applicable discount tiers and will be used to formulate the proposed FFP.
- B. The ETMS2 Pricing Matrix Tab will provide a roll up of prices based on the use of the Offeror's FBLR for the user base estimated to exist at the beginning of the period of performance. Offeror's are responsible for developing the formulas for the tables on the specific Pricing Matrix tab that use the pricing data in the Pricing Matrix tabs. These formulas must be present to provide transparency and traceability from the TEP to the Contract Catalog items. The Total Evaluated Pricing / Evaluated Per User Rate will only be utilized to compare against other competitors Total Evaluated Pricing / Evaluated Per User Rate for evaluation purposes.
- C. Pricing in each tab within the Pricing Matrix will be the final negotiated rates. The evaluated price will be adjusted prior to award to incorporate all customers and their user counts that will be on contract at the start of the base period. The Government will utilize the proposed pricing from each Pricing Matrix tab to formulate the amount for the base award.



#### 4. Rating Standards for the Non Cost/Price and Non Past Performance Factors

A combined technical/risk rating will be assigned to Factors 1 and 2 of the Offeror's proposal. A combined technical/risk rating includes consideration of risk in conjunction with strengths, weaknesses, and deficiencies of a proposal. The Government will use the following adjectival rating definitions in the evaluation of Factors 1 and 2 IAW DoD Source Selection Procedures. Each Factor will receive a technical/risk rating. The ratings are identified below:

Rating:	Definition and Criteria:
Outstanding	Proposal indicates an exceptional approach and understanding of the requirements and contains multiple strengths, and risk of unsuccessful performance is low.
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.
Acceptable	Proposal meets requirements and indicates an adequate approach and understanding of the requirements, and risk of unsuccessful performance is no worse than moderate.
Marginal	Proposal has not demonstrated an adequate approach and understanding of the requirements, and/or risk of unsuccessful performance is high.
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.

Table 5 Combined Technical/Risk Rating Method

Rating	Description Risk Rating Method
Low	Proposal may contain weakness(es) which have little potential to cause disruptive of schedule, increase 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 disruption of schedule, increased cost or degradation

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Rating	Description Risk Rating Method
	of performance. Is unlikely to overcome and 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 t an unacceptable level.

Table 6 Risk Rating Method