



Preparing Successful Government Proposals

US TRANSPORTATION COMMAND



Overview

- Tips on Preparing Successful Proposals
- Small Business Office

Preparing Successful Proposals

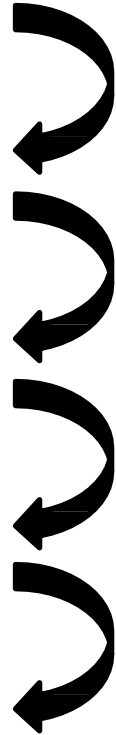
Step 1: Always Remember Each Acquisition is Unique

Step 2: Thoroughly Read the Solicitation

Step 3: Pay Close Attention to Instruction and Evaluation Factors Sections

Step 4: Complete Representations & Certifications

Step 5: Submit Proposal Prior to Closing Date and Time



Preparing Successful Proposals; General Information

- **Carefully Read and Understand the Solicitation**
- Administrative Elements
 - Ensure your offer meets the proposal requirements identified in the instructions
 - Proposals may be required to be submitted in a certain format
 - Limited in size (page limitation)
 - Organized in separate volumes or sections
 - Questions or clarification about the solicitation should be submitted in writing (deadline may be identified up until submissions are longer accepted)
 - Award can occur without discussion
 - Acknowledge Solicitation Form and Amendments
 - Sign and date and submit with proposal
 - Types of forms
 - Standard Form 33 (FAR Part 15)
 - Standard From 1449 (FAR Part 12)

Preparing Successful Proposals; General Information

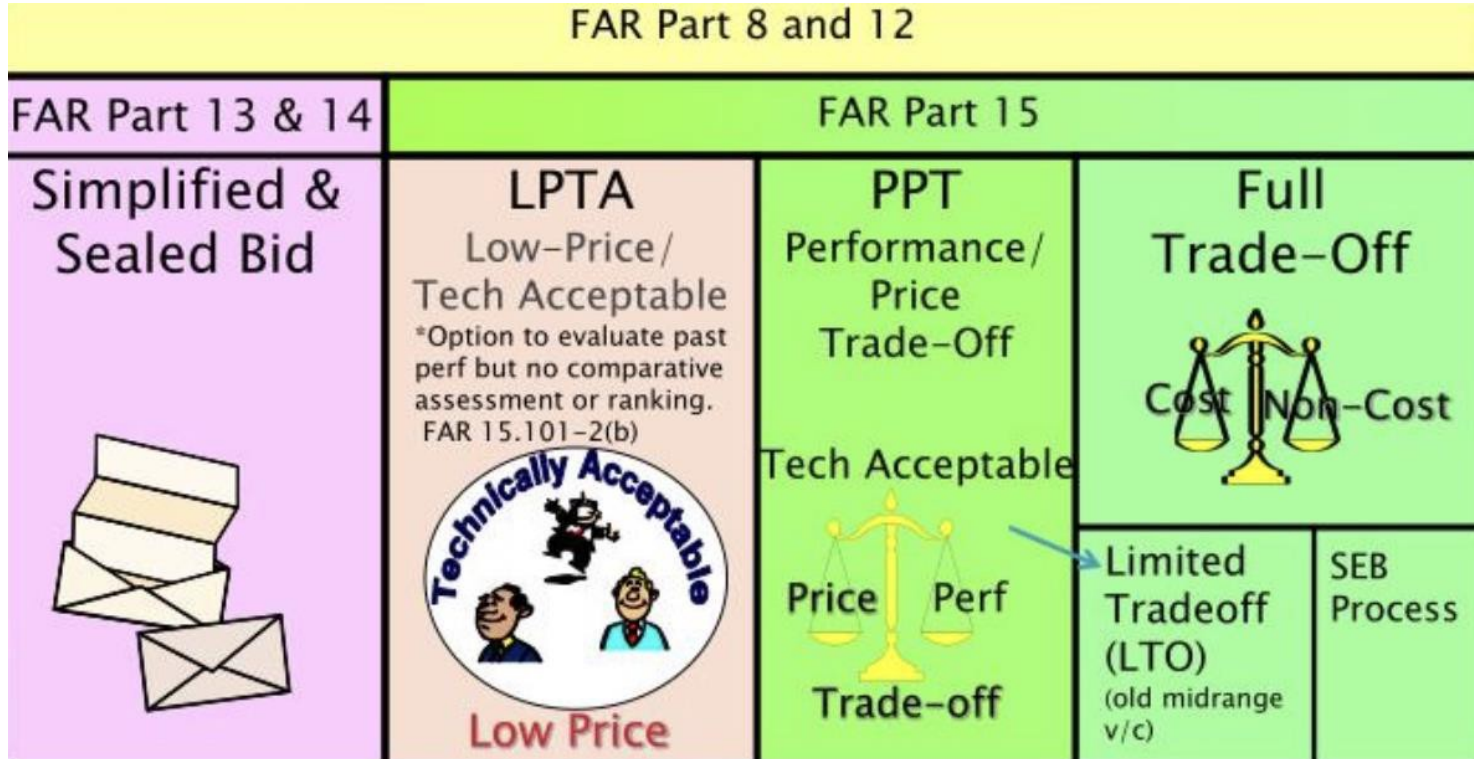
- Ensure your proposed costs are accurate and correct
 - Complete the contract line item numbers (CLINs) in Section B
- Submission of Certifications and Representations
 - System for Award Management (SAM)
 - Hardcopy from solicitation (Section K)
- Specifically address and submit necessary documentation applicable to the evaluation factors
 - Management
 - Technical factors and subfactors
 - Past performance (recent/relevant)
 - Small Business Participation Commitment Document (applicable to large and small business concerns)
 - Pricing

Preparing Successful Proposals; General Information

- Consider the tradeoff, if any, and relative importance of factors
 - Lowest-priced technically acceptable (LPTA) or tradeoff
 - Subjective tradeoff or value adjusted total evaluated price (VATEP)
 - May be a combination of objective and subjective evaluation
- Evaluation factors may include: Management, Technical, Past Performance, Small Business Participation and Commitment, and Pricing
 - May also include transition plan, security plan, OCI plan, etc.

Preparing Successful Proposals; General Information

Best Value Continuum



- Offeror Needs to Demonstrate Managerial and Supervisory Abilities
 - Proposal provides information on requirements such as, but not inclusive of
 - Staffing of key personnel
 - Operational controls
 - Overseeing the meeting of performance objectives

Preparing Successful Proposals; Technical Evaluation Factors

- Performance Work Statement (PWS)
 - Comprehension of the PWS requirements
 - Don't restate the requirements found in PWS
 - How is performance going to be accomplished in accordance with (IAW) PWS?
 - Proposal should demonstrate capabilities
 - Focus on your abilities for performing the PWS requirements
 - Demonstrate your strengths
 - Capability excellence
 - Advantageous/beneficial to the Government
 - Insufficient Proposal Response to Technical Factor
 - “The Offeror understands the PWS requirements”
 - “Can or will comply with all the requirements”
 - “Standard procedures will be utilized”

- **Past Performance Information**
 - Should not be confused with the responsibility determination (FAR Part 9 - Contractor Qualifications)
 - Indicator of an offeror's ability to perform successfully
 - A quantity of past performance efforts to be submitted may be defined in solicitation
 - Recency
 - Gives the offeror an opportunity to identify past and/or current contracts
 - Recent performance is within the past three (3) years prior to the date of issuance of the solicitation

- **Past Performance Information (cont.)**
 - Ensure the offeror's references provide name and phone number on submission
 - The Government may obtain own information
 - Past Performance Information Retrieval System (PPIRS)
 - Federal Awardee Performance and Integrity Information System (FAPIIS)
 - Electronic Subcontracting Reporting System (eSRS)

Preparing Successful Proposals; Small Business Participation and Commitment Document as an Evaluation Factor

- Applicable to Large and Small Business Concerns [DFARS 215.304(c)(i)]
 - Typically evaluated as acceptable or unacceptable rating
 - The document shall demonstrate small business utilization realistically and convey good faith effort subcontracting opportunities
 - Identify Small Business Concerns
 - Types of Commitments
 - Business Size Types (Socio-economic categories)
 - Complexity of Work
 - Estimated Dollar Amount

Preparing Successful Proposals; Pricing as an Evaluation Factor

- Firm-Fixed Price or Fixed Price with Economic Price Adjustment
 - Competitive Environment - The Contracting Officer will normally use competition to determine price fair and reasonableness
 - Other methods of price analysis

Preparing Successful Proposals; Pricing as an Evaluation Factor

- Cost Reimbursement

- Cost analysis – review of separate cost elements and profit or fee
- Government shall complete a cost realism analysis
 - Independent review and evaluating specific elements of offeror's proposal
 - What government realistically expects to pay
 - The offeror's understanding of the work
 - The offeror's ability to perform the work

Small Business Office

- Advocate for Small Business Concerns
- Primary Source of Information for Small Business Concerns
- Routinely serves as a member of the Acquisition's Multifunctional Team
- Advisor Regarding Federal Acquisition Regulation Part 19
- Assist Contract Specialist in the Market Research
- Participate in Outreach Events