



RFQ

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U.S. Customs and Border Protection (CBP)

Investment Analysis Office (IAO)

Professional Support Services

EVALUATION INSTRUCTIONS [ATTACHMENT 2]

I.1 INTRODUCTION

U.S. Customs and Border Protection (CBP) plans to enter into a single-award Blanket Purchase Agreement (BPA) for the *Investment Analysis Office – Professional Support and Consulting Services* with a General Services Administration (GSA) Federal Supply Schedule (FSS) vendor. The prime contractor must be a current GSA FSS contractor under the Professional Services Schedule (PSS), SINs 874-1 Integrated Consulting Services and 874-7 Integrated Business Program Support Services or NAICS Code 541611.

CBP reserves the right to add additional BPAs during the BPA period of performance.

I.2 GENERAL INSTRUCTIONS FOR THE PREPARATION OF QUOTATION

CBP will conduct a streamlined evaluation of PSS contractors currently holding GSA contracts for establishing a single-award BPA. CBP does not anticipate discussions in the context of this Part 8 BPA competition, therefore, CBP reserves the right to establish a BPA without further communication and exchange. Each response to this request should contain the Quoter's best pricing, terms, and conditions. Quotes must be prepared in accordance with these instructions and provide all required information in the format specified. The required format is designed to ensure submission of information essential to the understanding and comprehensive evaluation of the vendor's quote. Failure of a quote to comply with these instructions may be grounds for exclusion of the quote from further consideration. Any exceptions taken with respect to the clauses in the solicitation shall be noted. For the purpose of facilitating exchanges, if deemed in the Government's interest, for every instance where the Quoter does not propose to comply with or agree to a requirement, the Quoter shall propose an alternative and describe its reasoning therefore.

The Government intends to conduct this acquisition in two phases:

(1) **PHASE 1: FACTOR ONE** - Experience and Risk Awareness/Mitigation

- (a) **Method:** WebEx Phone Interview
- (b) **Duration:** 60-minute estimate.
- (c) **Process:**

(i) **Each Quoter must request to schedule a Phase 1 WebEx Phone Interview via email to Charlene Bunting, at Charlene.M.Bunting@cbp.dhs.gov by 12:00pm EST on Friday, April 24, 2020.** Each Quoter must also submit the Corporate Experience Questionnaire via email to Charlene Bunting, at Charlene.M.Bunting@cbp.dhs.gov at least 24 hours prior to the date and time scheduled for the Phase 1 WebEx Phone Interview. The WebEx Phone Interview will serve as the basis of the evaluation of Factor One- Experience and Risk Awareness/ Mitigation. Failure to participate in Phase 1 of the procurement renders a Quoter ineligible to proceed to Phase 2.

Based on the Government's evaluation of this interview (which includes some questions provided in advance and some during the interview), an advisory down-select notification will then be issued by the Government, whereby Quoters will be advised whether they are encouraged to participate in Phase 2. Quoters shall not record the call. The Government may record the call.

(ii) During the phone call, the Quoter shall go into more detail about the information submitted on their Corporate Experience Questionnaire, discussing a maximum of three (3) past contracts/orders that are most similar in size (i.e., the # of estimated FTEs performing the requirement and/or the estimated dollar value of the contract) and scope to the work of this RFQ. The Quoter shall also describe the following corporate experience relevant to this requirement: (A) its own recent experiences (last 3 years) in providing similar services in circumstances similar to CBP's current requirement, (B) the similarities and the differences in the work, (C) the value it brought to those experiences, and (D) the value to the Government that comes with its experiences. The Government estimates these questions (A-D) to take 30 - 40 minutes, and the Government may ask additional questions during the phone interview.

The Government may also ask follow-up questions on any Quoter response to assure that it has a sufficient and accurate understanding of the Quoter's response(s). Example questions could include (but are not limited to) the following: 1) Quoter's lessons learned from its experiences, 2) the risks both the Government and the Quoter will face in undertaking the current work and achieving successful outcomes, and 3) the Quoter's intended approach to managing risks, so that the CBP Office of Finance will be successful.

(iii) The Quoter's participation is limited to five (5) persons, all of whom must be current employees of the prime schedule contractor and meet the Key Personnel requirements identified in the SOW. The experience discussion is limited to the prime schedule contractor's own experience.

(d) Advisory Down-Select Notification:

- (i) Based on its evaluation of Phase 1 - Factor One, the Government intends to identify up to three (3) schedule contractors who are the most highly rated for Factor One (based on the confidence rating system described in section I.6 Evaluation Criteria) and encourage them to proceed to Phase 2.
- (ii) After the Government completes evaluation of Factor One, all Quoters will receive an advisory notification via e-mail from the Contracting Officer. This notification will advise the Quoter of the Government's advisory recommendation to proceed or not to proceed with Phase 2 submission. Quoters who are rated most highly for Factor One will be encouraged to proceed to Phase 2 of the quote submission process. Quoters who are not among the most highly rated will be advised that they are unlikely to be viable competitors, along with the general basis for the Government's advisory recommendation. The intent of this advice is to minimize quote development costs for those Quoters with little to no chance of receiving an award. Quoters should note that Factor 1 is more important than Factor 2 and Factor 3. Factor 2 is equal to Factor 3.

Factors 1, 2 and 3 are more important than Factor 4. All non-price factors (Factors 1, 2, 3) when combined are **significantly** more important than Factor 4 - Price.

- (iii) For Quoters rated most highly and encouraged to proceed to Phase 2 of the quote submission process, the Contracting Officer will include the Phase 2 submission instructions on the advisory down-select notification, including the date, time and exact location or virtual platform that will be used for the Quoter's scheduled oral presentation, and the due date for the written portion of the Phase 2 submission. The Phase 2 written submission due date will be a minimum of 2 weeks from the date of the advisory notification, and oral presentations will be scheduled after the Government receives written Phase 2 quotes. The Government will release the sample task orders with the Phase 2 notice. The Government recommends Quoters begin preparation of Phase 2 quotations only after receipt of the Phase 1 advisory down-select notice.
- (iv) Quoters who were not among the most highly rated will be advised that they are unlikely to be viable competitors, along with the general basis for that opinion. The intent of this advice is to minimize quote development costs for those Quoters with little chance of receiving an award. However, the Government's advice will be a recommendation only, and those Quoters who are advised not to proceed may elect to continue their participation in the procurement. The Government does not intend to provide debriefings after the completion of the advisory down select notifications. Failure to participate in Phase 1 of the procurement precludes further consideration of an Offeror. Those Quoters that choose to proceed to Phase 2 against the Government's recommendation shall send an email to Charlene Bunting, at Charlene.M.Bunting@cbp.dhs.gov, not later than 48 hours after receipt of the advisory recommendation, indicating their intent to participate in Phase 2. Upon receipt of the request, the Contracting Officer will provide the Quoter with the same information described in section (1)(ii) above.

(2) PHASE TWO (2): FACTOR TWO - Technical/Management Approach to the BPA; and **FACTOR THREE (3)** - Technical/Management Approach to the Sample Task Orders

(a) Method: Oral Presentation.

Location: Unless Government social distancing guidelines and restrictions change that will allow in-person oral presentations, the Government will most likely hold oral presentations remotely, using technology, rather than in person. The Government will **notify the Quoter of** the technology platform or tool to be utilized for the oral presentation at least **three (3) business days** prior to the scheduled oral presentation. The Government and Quoter may agree to test the connection at a convenient time prior to the oral presentation. In the event the selected technology platform or tool cannot be made functional at the time of the scheduled oral presentation, the oral presentation may proceed as a voice-only telephone call, at the Government's sole discretion.

By participating in the oral presentation, the Quoter acknowledges that it is in full compliance with all solicitation terms and conditions, as well as in accordance with applicable laws and statutes. Video or audio recording of oral presentations by Quoters is strictly prohibited. The Government may elect to video or audio record the oral presentation. Government assumes no responsibility for any attendee's inability to access a virtual platform or pass through security.

Participants: The selected web-based conference platform must support up to **eight** (8) government participant users from different locations, and up to **five** (5) Quoter participant users from different locations. Web links to the Quoter specific web-based conference platform shall not be shared with anyone other than the authorized government participants and the authorized Quoter participants and shall be treated as source selection sensitive. The Quoter participants in the oral presentations shall be limited to **the key personnel proposed by the Quoter**. No more than **five (5) total Quoter participants** shall attend, be present in a room, or otherwise participate in the oral presentation. Quoters shall provide the Contracting Officer with the name, employer/company, telephone numbers to be used for call-in purposes, and e-mail address of the Quoter's participants for the oral presentation as part of its **Phase 2** submission.

Rules of Engagement for Oral Presentations:

1. The Government **does not intend** to ask questions about information contained in a Quoter's **Phase 1** submission during the oral presentation.
2. The Government intends for the oral presentation to be an interactive exchange between the Quoter and the Government. These exchanges are viewed as a component of the oral presentation itself and do not constitute discussions. The Government will not ask questions that will invite or allow the Quoter to change its offer. The Quoter shall not volunteer any information that might be construed as changing its offer. Oral presentations are distinct from the Government's reserved right to conduct discussions.
3. The Government is in control of presentations.
4. The Quoter shall not utilize any computers (other than the ones required to host the web-based conference platform being utilized for the oral presentation), tablets, smart phones, or separate conference lines/phones, while conducting the oral presentation. The Quoter participant may need a separate phone/conference bridge to connect to the oral presentation, however that phone shall only be used for that purpose and no other.
5. The Quoter participants **shall not** reach out, by phone/conference bridge, e-mail or any other means, to any other personnel or persons for assistance during the oral presentation.

(b) Duration: 90 Minutes.

Phase 2 submissions will not be accepted from Quoters who have not submitted Phase 1 quotes for this solicitation.

The Technical/Management Approach to the BPA and Technical/Management Approach to Sample Task Orders shall be made in the form of an oral presentation with accompanying presentation slides (not to exceed 30 slides total*). The presentation will require the Quoter to address requirements included in the solicitation, listed in FACTOR 2- Technical/Management Approach to the BPA and FACTOR 3 – Technical/Management Approach to the Sample Task Orders. The Quoter's written submissions may only include these following four (4) items:

- 1) Up to 30 presentation slides (not including one (1) cover page)
- 2) Key personnel resumes (each resume shall not exceed three (3) pages)
- 3) A one-page (one-sided) placemat*, not to exceed 11" by 17", integrating the Quoter's key features, processes, and benefits of its technical and management approach. Font shall be Arial and Font Size shall be no less than 10. Margins shall be 1.00" on all sides.
- 4) IAO Pricing Rates Worksheet for the BPA.

All documents must be submitted via email to the contract specialist, Charlene Bunting at Charlene.M.Bunting@cbp.dhs.gov, no later than twenty-four (24) hours prior to the scheduled oral presentation. Detailed instructions will be included in the down-select notification message.

No other written submission of any sort will be accepted. Quoter may not be record the presentation, but the Government may record it.

*NOTE: Quoters shall submit PowerPoint slides to accompany their oral presentations. The slide limit is 30 (not including the cover page), however the Quoter is reminded to consider that the oral presentation is timed and is encouraged to consider how many slides can be adequately covered during the oral presentation. *The 30 slides and one page placemat will NOT be separately evaluated, but will aid both presenters and evaluators in following the oral presentation, and help inform overall evaluator confidence levels.*

During the Oral Presentation, the Quoter shall not make any reference to cost or price; however, resource information (such as data concerning labor hours and categories, materials or supplies required for performance, subcontracts, etc.) may be presented so that the Government may consider the Quoter's understanding of the requirements.

Presentations which merely offer to perform in accordance with the Government's requirements or which merely paraphrase the requirements document, or use phrases such as, "standard business practices will be employed," or "well established techniques will be employed," etc. may not provide confidence to the Government evaluators. The Quoter must present an explanation of its proposed non-price technical and management approach to the BPA as well as the non-price portion of the Sample Task Order(s).

(c) Process:

(i) By the date and time set in the Phase 1 notice for receipt of Phase 2 quotations, the Quoter shall submit: (A) a one-page document that summarizes the points it intends to make in its oral

presentation, and (B) a list of attendees at the oral presentation (including name, employer, title, proposed role in performance, and citizenship).

(ii) The Quoter is limited to five (5) attendees. The attendees must include the following proposed key personnel: BPA Program Manager, Assistant Program Manager, and the key Functional Leads.

(iii) For in-person oral presentations, the Quoter shall bring: ten (10) printed copies of the slides, key personnel resumes, and the placemat; and two copies of the Pricing Rates Worksheet. For virtual oral presentations, one copy of each document (slides, resumes, placemat, Pricing Rate Worksheet) shall be submitted via email to the contract specialist and Contracting Officer no later than twenty-four (24) hours prior to a scheduled virtual oral presentation. The Quoter's attendees may not access phones, computers, or other electronic devices during in-person presentations. Virtual presentation guidelines are listed above in Para 2(a), 1-6.

(iv) During the oral presentation, the Quoter will have up to 90 minutes to present both factors, 2 and 3. Additionally, the Quoter must address the requirements listed below and answer any questions the Government asks following the presentation. The Government may use an additional 30 minutes or more to ask follow-up questions clarifying anything that was presented.

(v) The Quoter shall describe the following in its response:

- 1) With regard to the Quoter's relevant capabilities, expertise, and experience, the Quoter will discuss how its company will bring a particular benefit to the Government.
- 2) With regard to management and staff planning and execution: What is the staffing approach? How will the Quoter determine the nature and scale of skills required? How will the Quoter manage the allocation of staff and assets into and out of projects? Will subcontractors be used? How will subcontractors be integrated into planning, management, and execution processes?
- 3) How will the Quoter apply best practice management techniques and expertise in ways that will allow it to recognize and capitalize on opportunities to align multiple concurrent work streams?
- 4) How will the Quoter perform management review and quality control over deliverables, work products, and staff performance? What processes will be used to ensure deliverables meet quality and timeliness requirements?
- 5) How will the Quoter apply a spirit of innovation and creative problem solving approaches?

(vi) The schedule will be as follows—

Time

Activity

15 min	Presenting team logs onto the virtual platform or physically arrives to an in-person location, introductions, Government staff departs the room and presenting team prepares its presentation.
Up to 90 min	Government staff returns, presenting team makes its presentation.
Up to 60 min	Government staff caucuses (up to 30 min); Government returns with questions to conduct an interactive dialogue* with the Quoter (remaining time.)

***Exchanges during Oral Presentation:** These exchanges are viewed as a component of the oral presentation itself and do not constitute discussions.

(3) **FACTOR FOUR** - Price

Pricing for Time-and-Materials or Labor-Hour BPAs under FAR Subpart 8.4 (Evaluation)

To help select the best value Quoter for this BPA opportunity, the Government will use the hourly rates from the BPA LCAT Pricing Rate Worksheet/Excel Spreadsheet. The Government will apply those rates to an estimated number of hours for each labor category to arrive at a total evaluated price.

Quoters shall submit the attached pricing worksheet. (Submitted before the Oral Presentation, Phase 2 only).

(a) Method: Written submission (see Attachment labeled IAO Pricing Worksheet).

- (1) The Government contemplates that a substantial portion of the work for orders against this BPA will be done by contractor employees in the labor categories identified in the attached pricing worksheet (Labor Category Rate Worksheet). All sheets must be completed. For sheet 1, Column A contains the title of the Government LCAT. The Column B provides a description of the qualifications for the labor category and is already filled-in by the Government. The Quoter will provide fill-ins for the remaining columns. The Quoter will identify the labor category in its parent schedule contract that completely satisfies the qualifications (such as Actuary IV or Program Specialist II) in Column C. The Quoter will then indicate its proposed discount off the master GSA contract (Column D) and its proposed hourly rate for the labor category in Column E. In no case may the hourly rate exceed the hourly rate in the parent schedule contract. The base year sheet through option year 4 will be completed using the rates from sheet 1.

NOTE: The Quoter shall submit a separate breakdown of the above for each period of performance stated in Section I.7.

- (2) IAO Pricing Worksheet (price quotation) shall be submitted via email to the Contract Specialist, Charlene Bunting at Charlene.M.Bunting@cbp.dhs.gov no later than 24

hours prior to the Phase 2 Oral Presentation. Price quotes shall include the base year plus option periods broken out by labor categories and rates.

(i) ODC/Travel. There will be a CLIN for ODC and a CLIN for Travel. Any costs associated will be pre-populated by the Government to include in the total evaluated price for each Quoter. Any travel under subsequent task orders must be pre-approved by the IAO Director and Contracting Officer's Representative (COR).

(3) For any future order against the BPA, the Quoter may propose discounts beyond those listed above. The Quoter may also propose the use of any other labor category included in its schedule contract, and may propose discounts for those schedule contract rates.

I.3 ORAL PRESENTATIONS GUIDELINES AND SUBMISSION RULES

General

Oral presentations will be used for this solicitation. Quotations must be prepared in accordance with the GENERAL INSTRUCTIONS FOR THE PREPARATION OF QUOTATIONS and these instructions, and provide all required information in the format specified.

Unless Government social distancing guidelines and restrictions change that will allow in-person oral presentations, the Government will most likely hold oral presentations remotely, using technology, rather than in person. The Government will notify the Quoter of the technology platform or tool to be utilized for the oral presentation at least three (3) business days prior to the scheduled oral presentation. In-person oral presentations will be held in the Washington, DC Metropolitan Area (building and room to be determined).

The key personnel shall be the primary presenters and represent those individuals responsible for the performance of specified functions under the BPA. This excludes marketing reps, quote consultants (individuals giving the presentation not working on the effort) and professional presenters. Quoters who do not have all key personnel present at the scheduled oral presentation are at risk of being eliminated from further consideration for award.

The oral presentation may be recorded by the Government.

Timing and Presentation

It is the Quoter's responsibility to ensure its team members either access the virtual platform or arrive at the briefing site on-time as determined by the Contracting Officer. Quoters must allow adequate time for logging onto the virtual platform or clearing visitor control and security processes. When Quoters arrive, there will be 15 minutes for introductions and preparation time prior to the presentation. Time not used in preparation cannot be added to the presentation time. The total oral presentation time shall not exceed 90 minutes. After the presentation, the Government staff will caucus prior to the question and answer session (Q & A). This caucus

shall not exceed 30 minutes. The interactive dialogue with the Quoter will be the remaining portion of the hour. The entire presentation process could last a maximum of 2 hours and 45 minutes.

A Quoter has the discretion to use the 90 minutes of its oral presentation time in whatever manner it determines is best to present its technical approach to the BPA as well as the Sample Task Order(s) (Factors 2 and 3). The order and exact times for each section are up to the Quoter. The time spent on each area is relevant only to the extent to which it may exclude other areas to be addressed during the overall time frame; therefore, there are no specific time limits for individual sections. The Contracting Officer (or representative) will moderate the time and verbally signal when scheduled breaks are needed and when the end of the overall presentation time is near. If a Quoter fails to complete the presentation or does not address all topics, the Q&A session shall not be used to cure the inability of the Quoter to complete its presentation. Unused time for the briefing cannot be applied to achieve a longer Q&A session.

At the conclusion of the Q&A session, the presenters will be asked to log off the virtual platform or be escorted out of the area.

ACTIONS AT THE CONCLUSION OF ORAL PRESENTATIONS

Statements made by the Quoter during the oral presentation or the question and answer session will not become part of any BPA resulting from this RFQ, unless the Government and the Quoter agree in writing. The Government does not plan to solicit revisions to the oral presentations or to the answers given during the question and answer session but reserves the right to do so if the Government decides it is in the Government's interest to conduct further exchanges. If during either the briefing and/or during the question and answer session the Quoter makes a promise to which the Government wishes to bind the Quoter, the promise will be formalized in writing and the Quoter will be asked to confirm the promise during further exchanges, if opened. Any binding promise that has the potential to result in a revision to the Quoter's presentation/submission will be confirmed only during further exchanges, if opened.

I.4 BASIS OF AWARD (TRADE-OFF ANALYSIS)

Award on Initial Responses

If the Government makes inquiry to the Quoter after its quote submission, the purpose will be to make sure the parties agree on the exact text to be included in the resulting award. This exchange will not constitute discussions in the context of FAR 15.306(d). If the parties are unable to agree on the exact text, any evaluation benefit based on that aspect of the Quoter's quote will not be considered in the selection of the successful awardee.

Once the Government determines the Quoter that is the best-suited (i.e., the apparent successful quoter), the Government reserves the right to communicate with only that Quoter to address any

remaining issues, if necessary, and finalize a BPA with that Quoter. These issues may include technical and price. If the parties cannot successfully address any remaining issues, as determined pertinent at the sole discretion of the Government, the Government reserves the right to communicate with the next best-suited Quoter based on the original analysis and address any remaining issues. Once the Government has begun communications with the next best-suited Quoter, no further communications with the previous Quoter will be entertained until after the BPA has been established. This process shall continue until an agreement is successfully reached and a BPA is established.

Award Based on Best Value

The Government anticipates establishing a single-award BPA with the schedule contractor whose quote is determined to best meet the needs of the Government after consideration of all factors-- i.e., provides the "best value." Accordingly, the Government may award the BPA to other than the lowest priced Quoter or other than the Quoter with the highest Confidence rating.

I.5 RELATIVE IMPORTANCE OF EVALUATION FACTORS

For this solicitation, the evaluation factors are:

Factor 1: Experience and Risk Awareness/Mitigation.

Factor 2: Technical and Management Approach for the BPA (Oral Presentation)

Factor 3: Technical and Management Approach to the Sample Task Orders (Oral Presentation)

Factor 4: Price

Factor 1 is more important than Factor 2 and Factor 3. Factor 2 is equal to Factor 3. Factors 1, 2 and 3 are more important than Factor 4. All non-price factors (Factor 1, 2, 3) when combined are **significantly** more important than Price. The Government is more concerned with obtaining superior technical performance capability (represented by the non-cost evaluation categories) than with making an award at the lowest overall evaluated price.

Award of a BPA can only be made to a Quoter:

1. Whose technical presentation and pricing represents the best value to the Government; and
2. Whose total proposed price is determined to be reasonable.

I.6 EVALUATION CRITERIA

FACTORS 1, 2, and 3

The Government will assess its level of confidence that the Quoter will be successful in performing the work based on the information submitted and presented for all three non-price factors, utilizing the confidence level ratings in the table below:

Rating System for Evaluation of Technical (Non Price) Factors	
High Confidence	The Government has <i>high confidence</i> that the Offeror understands the requirement, proposes a sound approach, and will be successful in performing the contract with little or no Government intervention.
Some Confidence	The Government has <i>some confidence</i> that the Offeror understands the requirement, proposes a sound approach, and will be successful in performing the contract with some Government intervention.
Low Confidence	The Government has <i>low confidence</i> that the Offeror understands the requirement, proposes a sound approach, or will be successful in performing the contract even with Government intervention.

FACTOR 4 – Price

Separate and apart from the technical evaluation, the Government will conduct a price evaluation of the Quoter's price quote. The Government will use the information in the Quoter's Proposed Pricing Rate Worksheet to conduct the price evaluation. A price analysis will be conducted to determine reasonableness in accordance with FAR 8.405-3(b)(2)(vi).

Failure by a Quoter to comply with Pricing Worksheet Instructions requirements may result in an elimination from consideration.

The evaluation of pricing shall be as follows:

- The Base Period price will include the cost of all CLINs (both labor as well as a NTE \$100K per year for Travel),
- Each Option Period price will include the cost of all CLINs (both labor as well as a NTE \$100K per year for Travel),
- The Total Price shall include the Base Period plus Option Periods.

I.7 TERM OF THE BPA

- **Base** – One Year from Date of Award
- **Option Period 1** – 12 Months
- **Option Period 2** – 12 Months
- **Option Period 3** – 12 Months
- **Option Period 4** – 12 Months