

## Instructions to Offerors/Basis of Award

### 1. Instructions to Offerors:

A. This is a competitive small business set-aside conducted in accordance with (IAW) Federal Acquisition Regulation (FAR) Part 19.202-4. The Contracting Officer (CO) will select the best submission which conforms to the solicitation requirements (to include all stated terms, conditions, representations, certifications, and all other information required by the submission instructions), and is judged, based on the evaluation factors, to represent the best value to the Government. The Government seeks to award to the Offeror who is best suited to fulfill the Air Force requirements. This may result in an award to a higher rated, higher priced Offeror, where the decision is consistent with the evaluation factors, and the CO reasonably determines that the technical and/or overall business approach of the higher priced Offeror outweighs the price difference.

B. Offerors must clearly identify any exception to solicitation terms and conditions and must provide complete supporting rationale. The Government reserves the right to determine any such exceptions are unacceptable. Any exception determined unacceptable by the Government may result in the Offeror's proposal being determined unacceptable and ineligible for award. This information shall be provided in the format and content of the table below within the Offeror's proposal cover letter. If no exceptions are taken, include a statement stating so within the proposal cover letter.

Solicitation Exceptions			
Solicitation Document	Page/ Paragraph	Requirement/ Portion	Rationale
PWS, ITO, Evaluation Factor, etc.	Applicable Page and Paragraph Numbers	Identify the requirement or portion to which exception is taken	Describe why the requirement can/will not be met

C. The proposal shall be clear, concise, and shall include sufficient detail for effective evaluation and for substantiating the validity of stated claims. The proposal should not simply rephrase or restate the Government's requirements but, rather, shall provide convincing rationale to address how the Offeror intends to meet these requirements. Offerors shall assume that the Government has no prior knowledge of their facilities or experience and will base its evaluation on the information presented in the Offeror's proposal.

D. Discrepancies. If an Offeror believes that the requirements in these instructions contain an error, omission, or are otherwise unsound, the Offeror shall immediately notify the CO in writing with supporting rationale as well as the remedies the Offeror is asking the CO to consider as related to the omission or error.

E. Submit electronically via email in a format readable by Microsoft (MS) Word 2010, Adobe Acrobat X Pro, MS Excel 2010, and MS-Power Point 2010.

Any questions whether technical or contractual in nature shall be submitted in writing to Justin.Ashley@us.af.mil and dasha.dixon@us.af.mil by 17 February 2022 by 4 PM Central Standard Time. Questions shall not be answered individually.

The Offeror shall submit proposals for consideration no later than 4:00pm (Central Standard Time), 17 February 2022 . Only one (1) proposal shall be submitted, per company, in response to this requirement. Proposals received after the date/time specified may not be evaluated. Proposals shall be emailed to justin.ashley@us.af.mil and dasha.dixon@us.af.mil.

F. Each Offeror submitting a proposal in response to this solicitation shall submit proposals in two volumes. Volume I – Cover Letter and Technical Approach and Volume II – Price.

Format of proposal: Text shall be single-spaced, on an 8 ½ x 11 sheet with a minimum one-inch margin all around. Font shall be no less than Times New Roman 10 pt. Pages shall be numbered consecutively within each volume. The page limits prescribed are maximum page limits for each volume. When both sides of a sheet display printed material, it shall be counted as two (2) pages.

Cover pages, tables of contents, cross-reference matrix, tabs, and glossaries shall not be counted against prescribed page limits. Pages submitted in excess of these limits will not be read or considered in the Government’s evaluation of the proposal. All proposal information shall be submitted in either MS Word or PDF format except for Pricing information (Volume II). Pricing information shall be submitted in MS Excel format. Each volume shall be submitted as a separately- labeled electronic file.

All unit and extended prices provided shall be rounded to the nearest penny. Extended prices must be divisible by the number of units proposed. All loaded labor rates shall be rounded to the nearest penny. Submit your proposal electronically in accordance with the table below. Submission shall include a completed copy of applicable Provisions and Clauses.

<b>VOLUME</b>	<b>REFERENCE</b>	<b>TITLE</b>	<b>MAXIMUM NUMBER OF PAGES</b>
I		Cover Letter	2 Pages
	Factor 1	Technical Approach	See below
II	Factor 2	Cost/Price	10 Pages

The Cover Letter shall include a proposal acceptance period of at least 60 days. Proposals offering less than 60 days will be deemed unacceptable. The cover letter shall be submitted on company letter head that includes the company name, address, contract number, cage code,

Unique Entity Identifier (UEI), small business status/categories, a specific primary and alternate point of contact (POC) to include phone numbers and email addresses and who can contractually obligate the company, a statement that the company understands the requirements specified and will meet the performance standards and requirements therein, a statement that the company does or does not take exception to any of the requirements of this order, and/or specific information if proposing a teaming arrangement.

## **2. Basis of Award: Evaluation**

A. Award will be made in accordance with the basic contract ordering procedures and the procedures specified in the solicitation, to the Offeror whose proposal results in the best value to the Government. An order may be awarded to the Offeror who is deemed responsible IAW FAR 9.1, as supplemented, whose proposal conforms to the solicitation's requirements (to include all stated terms, conditions, representations, certifications, and all other information required by the solicitation instructions) and is judged, based on the evaluation factors and sub factors, to represent the best value to the Government.

B. Following receipt of responses to this solicitation, the Government will perform an analysis in order to select the Offeror that is best suited to fulfill the requirements of the solicitation. The comparative analysis will be based on the Offeror's responses to the factors outlined in the solicitation, given their stated relative order of importance.

### **C. Evaluation Factors.**

The Technical Approach is more important than Cost/Price. Responses to this solicitation will be evaluated against the following factors and sub factors:

## **FACTOR 1: Technical Understanding**

### **Factor 1 – Technical Understanding**

The Technical Proposal shall be specific and complete. Legibility, clarity, and coherence are very important. Provide as specifically as possible the actual methodology you would use for accomplishing the requirements outlined in the SOO section V. Address your technical capability solution for meeting or exceeding the Government's minimum performance or capability requirements in the SOO section V. All the requirements specified in the solicitation are mandatory. By your proposal submission, you are representing that your firm will perform all the requirements specified in the solicitation. Do not merely reiterate the objectives or reformulate the requirements specified in the solicitation.

The proposal is technically acceptable when the prime Offeror's approach demonstrates the ability to effectively manage and accomplish purchase order requirements that meet or exceed the Statement of Objectives (SOO) requirements.

The proposal is technically acceptable when the proposed organizational structure and staffing approach demonstrates an effective approach that will result in the successful accomplishment of the requirement and maintain a personnel support structure with the requisite education, skills, and expertise to perform tasks in accordance with the SOO. Technical acceptability is met when the proposal outlines how the offerer will organize their team and provide all necessary resources to efficiently perform AV Equipment Support Services for NPOC.

The ratings for this factor are as follows:

<b>TECHNICAL CAPABILITY AND RATINGS</b>	
<b>Rating</b>	<b>Description</b>
Exceptional	Proposal exceeds requirements and demonstrates an exceptional understanding of the requirements and contains at least one strength.
Acceptable	Proposal meets requirements and demonstrates an adequate approach and understanding of the requirements.
Unacceptable	Proposal does not meet requirements of the solicitation, and thus, contains one or more deficiencies. Proposal is unawardable.

## **FACTOR 2: Cost/Price**

The Offeror shall submit pricing information to support the completeness and reasonableness of their proposed prices for all CLINs. The pricing information submitted should fully support the SOO requirements for each major functional element specified in the SOO. Information shall show the consolidated total price for performance. Cost/price will be evaluated to

determine if the Offeror's cost/price is reasonable, complete, and balanced. Proposals should be sufficiently detailed to demonstrate their reasonableness. Offerors whose cost/price is determined to be incomplete or unreasonable will not be considered for award.

Price proposals should support the proposed technical approach. Cost/price will be evaluated to determine if the Offeror's cost/price is reasonable and balanced. Proposals should be sufficiently detailed to demonstrate their reasonableness. Offerors whose cost/price is determined to be incomplete or unreasonable may not be considered for award. For a price to be reasonable, it must represent a price to the Government that a prudent person would pay in the conduct of competitive business. The Government will determine prices fair and reasonable through the use of one or more of the price analysis techniques at FAR 15.404-1(b)(2).

Completeness. The proposal will be reviewed to determine the extent to which all the price elements have been addressed. The Offeror's proposed price and other information will be evaluated to ensure continuity and traceability of prices to the technical volume and between the initial proposal and any revisions thereto. The review will determine the adequacy of the Offeror's proposal in addressing and fulfilling the solicitation requirements.

Unbalanced Pricing. An Unbalanced Price evaluation will be performed IAW FAR 15.404-1(g). Offerors are cautioned against submitting an offer that contains unbalanced pricing. Unbalanced pricing may increase performance risk and could result in payment of unreasonably high prices. Unbalanced pricing exists when, despite an acceptable total evaluated price, the price of one (1) or more contract line items is significantly over or understated. The Government shall analyze offers to determine whether they are unbalanced with respect to separately priced line items or sub-line items. An offer that is determined to be unbalanced may be rejected if the Contracting Officer determines that the lack of balance poses an unacceptable risk to the Government.

Responsibility Determination. Information obtained from other sources available to the Government such as the Past Performance Information Retrieval System (PPIRS) will be used as part of the responsibility determination made IAW FAR 9.104-1.

**3. Point of contact (POC):** The POCs for this acquisition are: justin.ashley@us.af.mil and dasha.dixon@us.af.mil.