# ⁂ STATEMENT OF OBJECTIVES FOR **[Insert Widget Name]** ⁂

## **[DATE]**

## 0.0 CONTENTS

The following four sections of this Performance Work Statement (PWS) describe the technical and administrative components of the requirement:

* Tasks the vendor must perform **(Section 4 - Requirements)**.
* Task requirements that describe to the vendor specifics about how the vendor performs the tasks **(Section 5 - Operational Administration)**.
* Generalized administrative requirements that are contract-oriented such as type of contract, period of performance, etc. as opposed to functional requirements of performance **(Section 6 - Contract Administration)**.
* Invoicing Instructions **(Section 7 - Invoicing)**.

The following three sections of this solicitation (RFx) describe the instructions to Offerors, evaluation criteria, and basis for award of this PWS:

* Instructions for proposal submission from Offeror to Government for evaluation **(Section 8 - Proposal Instructions).**
* The technical and price criteria by which the Government shall evaluate any proposal submissions **(Section 9 - Evaluation Criteria).**
* The basis upon which the Government will determine the best-value proposal for award **(Section 10 - Basis for Award).**

## 1.0 BACKGROUND

**[Insert General Background on Effort]**

## 2.0 OBJECTIVES

**[Insert Client Name]**’s business goals for performance of this task order include:

* **[Active voice bullet points for each desired need the widget will enable]**

## 3.0 SCOPE

The scope of this task order is for the Contractor to deliver **[Insert what we're asking for]**.

## 4.0 REQUIREMENTS

The Contractor shall provide the following services:

* **[Active voice bullet points for each element the Contractor has to accomplish to create the widget]**

### Additional requirements:

* Contractor shall use [US Web Design Standards](https://playbook.cio.gov/designstandards/)
* All software code delivered under this order shall comply with the [18F open source policy](http://https/github.com/18F/open-source-policy/) in effect as of the date of award.
* All software code delivered under this order shall comply with the [18F accessibility guidelines](https://pages.18f.gov/accessibility/) in effect as of the date of award.
* As part of this being purchased off of the Agile Blanket Purchase Agreement (aBPA), work will be conducted in two-week sprints and reviewed at the end of each sprint for acceptability before moving on.

### The Contractor shall not be responsible to do the following:

* Provide or configure hosting of the data or the site.
* Provide form functionality for data-entry.
* Directly create, update, or delete the data.

## 5.0 OPERATIONAL ADMINISTRATION

### 5.1 Project Management

The Contractor shall provide a Project Manager as the primary point of contact for the government’s program office to enable timely problem resolution, reporting in accordance with Program Management methodologies, and properly aligning staffing requirements. Sprint plans will be developed collaboratively with the Product Owner and 18F.

Per agile development principles, the Contracting Officer’s Representative (COR) and Contractor will be expected to work with the Product Owner (as determined by 18F), and an 18F Product Manager. Refer to Attachment 2, for Government Roles and Responsibilities.

### 5.2 Impact Reports

The Contractor shall be responsible for providing timely notification to the COR, 18F Product Manager, and Product Owner when activities or issues outside of the Contractor’s control may directly impact the Contractor’s performance. This notification shall be provided in writing or via email within 24 hours of any anticipated or known impact.

### 5.3 Status Reports

In lieu of a typical status report, Contractor's progress shall be documented for each sprint's period of performance as follows:

* Links to the Github branch
* Screenshots of any available visualization (as appropriate)
* Screenshot, links, or other documentation from the contractor’s project management system reflecting completed features, including number and percentage of completed sprint tasks (e.g. percentage of tasks completed)
* Access to the contractor’s project management tool to view development status

### 5.4 Daily Operations

Contractor’s Project Manager shall be responsible for daily operations as well as coordinating to and communicating to the 18F Product Manager. Daily operations may include:

* Daily standup via video
* Chat operations via Slack
* Manage and update user stories as well as workflow tasks in shared project management platform

### 5.5 Transition

#### 5.5.1 Transition Plan

The Contractor shall:

1. Ensure and agree that all deliverables, products, licenses, designs, data, documentation, tests, user research notes, source code, configuration settings and files, and materials developed throughout this task order will be the property of the U.S. Government and in the public domain.
2. Two weeks prior to task order conclusion, provide a brief Transition Plan for all deliverables, products, and materials in coordination with the COR, Product Manager and Product Owner.
3. Coordinate with the COR and potentially another vendor, and implement the Transition Plan according to the COR’s direction.
4. Provide assistance to the COR, Product Owner, and potentially other Government staff to stand-up the application.

#### 5.5.2 Transition Activities

During the transition to the Government, or a new contractor, the Contractor shall perform all necessary transition activities. Expected transition activities may include, but not be limited to, continuation of full services to 18F and other customers; participation in meetings with the Government or new contractor to effect a smooth transition and provide detailed information on the operation of all deliverables, at COR's discretion; training of new personnel, either Government or new contractor, during transition period; and appropriate close-out of any outstanding technical and related performance elements for this task.

Final report shall include list of sprint tasks completed, documentation, and link to code repository developed for 18F. Should the Contractor be terminated prior to the end of the period of performance, the Contractor shall transfer all project materials to the COR within two weeks of the COR’s request.

### 5.6 Deliverables

#### Table 1 List of Deliverables

|  |  |  |
| --- | --- | --- |
| **DELIVERABLES / REPORTS** | **DUE DATES** | **DESCRIPTION OF DELIVERABLE CONTENT** |
| Status Reports | 1 business day after each sprint | A report of progress throughout each sprint |
| Code Repository of Product | End of task order | Version-controlled Open Source repository of code that comprises prototype |
| Development Prototype | End of second sprint, and every sprint thereafter | In-progress development prototype, accessible on the web via staging server / development server |
| **Working widget** | End of task order | **Insert Widget Description** |
| Transition plan | 3 business days after the conclusion of the second-to-last sprint | See Section 5.5.1 of the PWS |

#### 5.6.1 Delivery Instructions

Code deliverables shall be submitted via a Github repository. A copy of any document deliverables shall be submitted to the COR, Product Owner, and 18F Product Manager, and uploaded to the AASBS (Assisted Acquisition Services Business System) web portal. Refer to Section 6.11 for additional information on the AASBS web portal.

#### 5.6.2 Inspection and Acceptance of Services

Within 10 days of each sprint's conclusion, the Government will inspect, test, review and accept all periodic reports and task deliverables, as applicable.

Only the COR, and their designated alternate, has the authority to accept or reject all deliverables. The COR will provide written final acceptance of all deliverables to the Contractor within 30 days from the end of the task order, via electronic means.

Any Contractor performance to correct defects found by the Government as a result of quality assurance surveillance and by the Contractor as a result of quality control, shall be in accordance with **FAR 52.246-4, Inspection – Firm Fixed Price**. The COR will monitor compliance and report to the Procurement Project Manager.

#### 5.6.3 System Documentation

The Contractor shall consult with the COR to determine what is appropriate, effective, and essential for system documentation. The Government requires, at a minimum, that the Contractor will generate comprehensive and complete documentation, both within the code itself, within the source code version control system (e.g., through proper use of descriptive commit messages, issue tracking, pull requests, etc.), and as appropriate, in separate documentation, provide artifacts, and create new user stories based on each sprint.

#### 5.6.4. Quality Assurance

The Government will use the attached **Quality Assurance Surveillance Plan (QASP)** to monitor the Contractor’s performance. The QASP will provide oversight help to ensure that service levels reach and maintain the required levels for performance of this task. Further, the QASP provides the COR with a proactive way to avoid unacceptable or deficient performance, and provides verifiable input for the required Past Performance Information Assessments. The QASP is a living document and may be updated by the Government as necessary. Any updates to the QASP will be provided to the Contractor.

### 5.7 Personnel

#### 5.7.1. Desired Skills and Knowledge

The Contractor shall provide qualified personnel commensurate with this task's performance work statement, in terms of necessary skills at the requisite level of knowledge and experience.

Contractor personnel shall have a strong technical experience base in the following:

* **[Active voice bullet points for each functional outcome such as below]**
* Using one or more front-end JavaScript frameworks to build a front-end of a website.
* Incorporating data from a publically hosted JSON or CSV flat file into a website front-end via a client-side request.
* Ability to utilize existing design and user experience assets from US Web Design Standards.
* Programming fluency in JavaScript, Hypertext Text Markdown Language (HTML), Cascading Style Sheets (CSS) or HTML and/or JavaScript templating language.

#### 5.7.2 Key Personnel

**[Insert necessary labor categories to build widget]**(https://pages.18f.gov/agile-labor-categories/)

To ensure successful performance of this task, Contractor shall satisfy the following requirements:

1. The Contractor shall assign personnel whose résumés are submitted with its quotation and who are identified in the Contractor’s quotation as Key Personnel to perform this task order.
2. If any individual proposed as Key Personnel becomes unavailable during the course of the solicitation and evaluation process, the Contractor shall notify the Contracting Officer immediately and provide a substitute person with résumé. Any Key Personnel proposed who are not currently employed by the Contractor shall be identified as such and an additional letters of intent signed by the proposed Key Personnel shall be provided that indicates that person's intent to be employed by the Contractor if awarded this task order.
3. The Contractor agrees that during the duration of the task order performance, no Key Personnel substitutions shall be made unless necessitated by an individual’s sudden illness, death, or termination of employment for cause. In any of such event, the Contractor shall promptly notify the COR and provide the information required by paragraph (e) below on the proposed replacement for Government approval. No substitutions of Key Personnel shall be made except in accordance with this provision.
4. All requests for substitutions/additions of Key Personnel must include a detailed explanation of the circumstances necessitating the proposed substitution or addition, a complete résumé for the proposed substitute or addition including skills, experience, education, training, and security level. As determined by the Contracting Officer, all proposed substitutes/additions must have qualifications that meet or exceed the qualifications of the person to be replaced.
5. The Contracting Officer, or duly designated COR, will evaluate the request(s) for substitutions/additions of Key Personnel and the Contracting Officer will notify the Contractor, in writing, of approval or disapproval. Disapproval of the proposed individual(s) shall not provide grounds for non-performance by the Contractor or form the basis of any claim for monies, delivery schedule extension, or any other equitable adjustment.
6. At a minimum, a Project Manager and a Technical Lead must be identified and designated as Key Personnel.

**The Project Manager** will be a direct liaison to the COR, 18F’s Project Manager, and the FedRAMP Product Owner. The Project Manager is responsible for the supervision and management of the Contractor’s personnel, technical assistance, and interface. Desired skills and experience for the Project Manager include:

* Experience in technical leadership.
* Ability to rapidly prioritize competing requirements.
* Ability to understand and simplify customer requirements.
* Ability to communicate end user feedback to technical and design leads.
* Strong communication skills.
* Proven knowledge of industry standards.

The **Technical Lead** must have a full understanding of the technical approach discussed in the Oral Presentations and delivered by the Contractor after award. NOTE - the labor category proposed for this Technical Lead is at the Offeror's discretion.

#### 5.7.3 Estimated Level of Effort

The Government estimates this project will **require no more than 4-5 personnel** --- though not all will be needed on a full time basis. Contractors are encouraged to use their own estimating methodology to determine the skill mix and level of effort necessary to successfull perform this task order.

### 5.8 Travel

No travel is anticipated or will be required as part of this task order.

### 5.9 Additional Considerations

#### 5.9.1 Potential Organizational Conflicts

Offerors shall provide a signed Organizational Conflict of Interest statement with their quotation submission, if applicable, which describes concisely all relevant facts concerning any past, present, or planned interest (financial, contractual, organizational, or otherwise) relating to the work to be performed under the proposed task order and bearing on whether the Offeror has a possible organizational or personnel conflict of interest with respect to:

1. Being able to render impartial, technically sound, and objective assistance or advice, or
2. Being given an unfair competitive advantage.

The Offeror may also provide relevant facts that show how its organizational structure and/or management systems limit its knowledge of possible organizational conflicts of interest relating to other divisions or sections of the organization and how that structure or system would avoid or mitigate such organizational conflict.

No task order award shall be made until any potential conflict of interest has been neutralized or mitigated to the satisfaction of the Contracting Officer. The contractor shall notify the Contracting Officer in writing as soon as any conflict of interest is identified and will propose steps for mitigating the conflict.

Refusal to provide the requested information or the willful misrepresentation of any relevant information by an Offeror shall disqualify the Offeror from further consideration for award of a task order under this solicitation.

If the Contracting Officer determines that a potential conflict can be avoided, effectively mitigated, or otherwise resolved through the inclusion of a special contract clause, the terms of the clause will be subject to negotiation.

## 6.0 CONTRACT ADMINISTRATION

### 6.1 Type of Contract

This is a Firm Fixed Price order using the Agile BPA terms and conditions.

### 6.2 Period of Performance (POP)

The period performance for this task order is delivery of the final product 60 calendar days after the Post Award Conference. The Period of Performance begins on the date of the Post Award Conference and ends 60 calendar days after the Post Award Conference.

### 6.3 Place and Hours of Performance

The primary place of performance will be at the contractor’s facility. Work may be performed at GSA Headquarters at 1800 F St. NW, Washington, DC, and Alternate Sites. 18F is a distributed team.

Business core hours shall be 0900 to 1800 local time, Monday – Friday on Government scheduled work days. The contractor may set its own work hours except that the contractor shall be available for technical contact by the Government between the hours of 0900 and 1800 local time on Government work days.

### 6.4 Special Terms and Conditions

#### 6.4.1 Section 508 Compliance Requirement

The contractor shall support the Government in its conformance with Section 508 throughout the development and implementation of the work to be performed.

Section 508 of the Rehabilitation Act of 1973, as amended (29 U.S.C. 794d) requires that when Federal agencies develop, procure, maintain, or use electronic information technology, Federal employees with disabilities have access to and use of information and data that is comparable to the access and use by Federal employees who do not have disabilities, unless an undue burden would be imposed on the agency. Section 508 also requires that individuals with disabilities, who are members of the public seeking information or services from a Federal agency, have access to and use of information and data that is comparable to that provided to the public who are not individuals with disabilities, unless an undue burden would be imposed on the agency.

The following standard is applicable for compliance:

**1194.22 Web-based Intranet and Internet Information and Applications.**

The contractor should review the following websites for additional 508 information: - <http://www.section508.gov/index.cfm?FuseAction=Content&ID=12> - <http://www.access-board.gov/508.htm> - <http://www.w3.org/WAI/Resources>

### 6.5 Post Award Orientation Conference

The Government's team, Contracting Officer, and COR shall hold a Kick-Off Meeting/Post-Award Conference. Ideally, this will physically located in Washington, DC, but may be done virtually with Contractor’s team and other relevant Government staff to review and clarify the project’s objectives, expectations from the Government, and address any questions the Contractor may have. Discussion topics shall include, but not be limited to: - Introduction of the Contractor and Government Staff; - Understanding of the workflow; - Project management expectations; - Agreement on communication methods; and - Discussion of any other relevant specific concerns.

The Kick-Off Meeting/Post-Award Conference will take place within 10 calendar days from award.

### 6.5 Non-Personal Services

This award is not being used to procure personal services prohibited by FAR 37.104, Personal services contract.

To ensure no personal services are performed, the Contractor shall adhere to the following guidelines in the performance of any task:

* Provide for direct supervision of all contract employees assigned to the task. To this end, the Contractor shall assign a task leader to the award. The task leader or alternate should be the only one who accepts tasking from the assigned Government point of contact or alternative.
* Do not assign contractor personnel to work under direct government supervision.
* Refrain from discussing the issues such as skill levels and hours, salaries, cost and funding data, or administrative and personnel matters affecting contractor employees.
* Ensure close communication/coordination only with the appropriate Government Points of Contact, reporting any time-sensitive issues or problems as they occur (not waiting for a monthly meeting).
* Do not permit government officials to interview potential contractor employees, discuss individual performance, approve leave or work scheduling of contractor employees, terminate contractor employees, assist contractor employees in doing their jobs or obtain assistance from the contractor in doing Government job.
* When travel is required for the performance on a task, the Contractor personnel are only to travel as directed by their contract management.

### 6.7 Privacy Act

Performance of this task order may require that personnel have access to Privacy Information. Contractor personnel shall adhere to the **Privacy Act, Title 5 of the U.S. Code, Section 552a** and any other applicable applicable rules and regulations.

### 6.8 Government Furnished Items

The Government will furnish the data and scripts needed at time of award. No other hardware or software will be provided by the Government.

### 6.9 18F's Transparency Policy

Vendors are advised that 18F will publish on a publicly available website documents associated with this requirement, including any Requests for Quotation (including amendments), Question and Answer exchanges with vendors (source-identifying information removed), and other relevant information that is not confidential/proprietary in nature or source selection sensitive information that would otherwise implicate procurement integrity concerns.

Upon award, 18F will publish the total price of the selected proposal and certain non-source-identifying data (e.g., the number of bids, the mean price, median, and standard deviation of price). During the performance of this task order, 18F will similarly publish source code, data related to project management (e.g., user stories, milestones, and performance metrics), and top-line spending data.

### 6.10 Data Rights and Ownership of Deliverables

18F intends that any data or deliverable created as a result of the work performed under the task order be committed to the public domain.

Further, 18F intends to commit the following items, to the public domain, at a minimum: - All data, documents, graphics and code created under this task order including but not limited to, plans, reports, schedules, schemas, metadata, architecture designs, and the like; - Any and all new open source software created by the contractor and forks or branches of current open source software where the contractor has made a modification; and, - Any and all new tooling, scripting configuration management, infrastructure as code, or any other final changes or edits to successfully deploy or operate the software.

The Contractor shall use open source technologies wherever possible, in support of the 18F Source Code Policy. All licenses must be expressly listed in the deliverable. Regardless of license(s) used (e.g., MIT, GPL, Creative Commons 0) the license(s) shall be clearly listed in the documentation.

If the contractor needs to use work that does not have an open source license, the contractor is required to request permission from 18F, in writing, before utilizing that work in any way in connection with the order. If approved, all licenses shall be clearly set forth in a conspicuous place when work is delivered to 18F.

If an open source license provides implementation guidance, the contractor shall ensure compliance with that guidance. If implementation guidance is not available, the contractor shall attach or include the license within the work itself. Examples of this include code comments at the beginning of a file or contained in a license file within a software repository.

### 6.11 GSA AAS Business Systems (AASBS) Web Portal

The GSA AASBS (Assisted Acquisition Services Business Systems also known as IT Solutions Shop (ITSS)) web portal will be accessible to the Contractor during the performance of the task order and be used in the administration of the task order. This web-based system at <https://portal.fas.gsa.gov/web/guest> shall be used by the contractor to upload status reports, deliverables, invoices, and to respond to inquiries. The contractor shall maintain a current account on this system.

### 6.12 Administration Points of Contact

The following Points of Contact (POC) are applicable to this order:

**Contracting Officer**: Name, Phone, Email

**Contracting Officer Representative (COR)**: Name, Phone, Email

**Alternative Contracting Officer Representative (ACOR)**: Name, Phone, Email

**Product Manager**: Name, Phone, Email

**Product Owner**: *[To Be Determined]*

**Project Manager**: Name, Phone, Email

## 7.0 INVOICING (PROCEDURES for PAYMENT)

The period of performance for each invoice shall be for one calendar month. The Contractor shall submit only one invoice per month per order/contract.

*The Government reserves the right to audit, thus; the Contractor shall keep on file all backup support documentation for travels as applicable.*

### 7.1 Content of Invoice

The Contractor’s invoice will be submitted monthly for work performed the prior month. The contractor may invoice only for the hours, travel and unique services used in direct support of the task order. The invoice shall be submitted on official letterhead and shall include the following information at a minimum.

* Client Order ID Number
* ACT Number
* Prompt Payment Discount
* Remittance Address
* Period of Performance for Billing Period
* Point of Contact and Phone Number
* Invoice Amount
* Skill Level Name and Associated Skill Level Number (for T&M or Labor Hour)
* Actual Hours Worked During the Billing Period (for T&M or Labor Hour)
* Clearly indicate both the current invoice’s monthly “burn rate” and the total average monthly “burn rate” (for T&M or Labor Hour)
* Travel Itemized by Individual and Trip (if applicable)
* Supporting documentation for travel including travel approval and receipts (if applicable)

### 7.2 Invoice Submission

All invoicing shall be done electronically. Password and electronic invoice access may be obtained through the AASBS web portal.

The Invoice and the Status Reports for the applicable billing period shall be entered into the AASBS portal within 5 to 10 calendar days after the end of the month. The Contractor shall submit invoices electronically by logging into the AASBS portal (https://portal.fas.gsa.gov), navigating to the appropriate order, and creating the invoice for that order and attach a copy of invoice, status reports with all required back-up documentation as applicable.

*The Contractor shall NOT submit any invoices directly to the GSA Finance Center (neither by mail nor via electronic submission). If the invoices are acceptable, then the Procurement Project Manager and COR will approve them for payment and complete the information in the AASBS portal.*

### 7.3 Final Invoice

Invoices for final payment must be so identified and submitted within 60 calendar days from task completion and no further charges are to be billed. A copy of the written acceptance of task completion must be attached to final invoices. The contractor shall request for an extension from the COR for final invoices that may exceed the 60-day time frame.

The Government reserves the right to require certification by a COR before payment is processed, if necessary.

### 7.4 Close-out Procedures

The Contractor shall submit a final invoice within 60 calendar days after the end of the performance period. After the final invoice has been paid the Contractor shall furnish a completed and signed Release of Claims **(GSA Form 1142)** to the Contracting Officer. This release of claims is due within 15 calendar days of final payment.

Upon successful completion of task performance, the Contractor and Government may engage in celebratory dance, *if they want to*.

## 8.0 INSTRUCTIONS for OFFERORS

The following milestones are provided for this solicitation.

|  |  |  |
| --- | --- | --- |
| **No.** | **DUE DATES** | **ACQUISITION EVENT** |
| **1** | Sometime (Put in date, time & time zone) | Solicitation released |
| **2** | 1 week after release | Questions about Solicitation Due |
| **3** | 3 weeks after release | Written Proposal Submissions Due |
| **4** | 5 weeks after release | Oral Interviews |
| **5** | 6 to 7 weeks after release | Proposal Evaluation and Award |

Offeror(s) shall direct all communications during this process to the Contracting Officer. Communications with other officials may compromise the competitiveness of this acquisition and result in removal of the offeror from award consideration or cancellation of this requirement.

### 8.1 Proposal Instructions

Proposals must be valid for at least 45 calendar days after quotation response date.

Proposals shall be formatted for viewing/printing using 8.5 by 11 inch paper size, single sided, and in a common format. Information provided in the quotation shall be concise, specific, and complete.

The Government highly recommends and encourages Offerors take advantage of this requested format. Do not spend an inordinate amount of time and effort to create a “wordy” submission that fills up the space with unnecessary “noise” that would predictably be comprised of marketing phrases, advertising lingo, and other unnecessary information, or “puffery,” that amounts to ambiguous and aspirational assertions not tied directly to measurable performance requested. The Government has tried to follow the guiding principles of simplicity, plain language, and directness throughout this solicitation to make it easier for Offerors and would encourage the same.

**The Technical Proposal must be included in a separate document from the price quotation to facilitate an independent evaluation.** Your technical proposal shall not exceed a total of 5 pages. Offerors are instructed to include documents excluded from the 5-page limitation as an appendix/attachment to the technical proposal. Offerors that exceed the page limitations as specified herein will not be considered for award.

**Potential Organizational Conflicts of Interest Statement.** Offerors shall submit a signed Potential Organizational Conflict of Interest Statement (COI) in accordance with Section 5 of the PWS if the Offeror has any potential Organization Conflicts of Interest. Organizational Conflicts of Interest (OCI) Statements *are not* considered part of you technical quotation.

If the offeror does have any potential organizational conflicts of interest, the offeror shall indicate so with their quotation. This indication shall not count against any page limitation on their proposal submission as the information contained must be accurate and complete to allow for a CO reasonable and meaningful consideration of any potential or actual COI/OCI determination.

#### **Technical Proposal**

The Government intends to utilize oral presentations for this procurement. Therefore, aspects of your written technical proposal shall only include the information outlined below:

1. **Cover Page**. Your technical proposal must include a cover page that includes the vital information for processing including: company name, company address, State Federal Tax Identification (TIN) and Dun and Bradstreet (DUNS) number(s), Master contract identification numbers (such as GSA Schedule and subsequent BPA), and points of contact with telephone number, facsimile number, and email address. In most instances, the cover page shall be no more than one (1) page. Your cover page is not included as part of your 5-page limitation.
2. **Staffing Plan**. The offeror shall submit a Staffing Plan which describes the Offeror’s understanding of the requirements and details the number of personnel by skill level/labor category needed to satisfy the objectives and requirements of the PWS. All proposed skill levels/labor categories shall be consistent with any master contract (such as GSA Schedule).

**At a minimum, provide:**

* An introduction that describes your staffing methodology based on your understanding of the requirements. *Refer to Section 5.7.3 of the PWS for the Government’s estimated level of effort.*
* A breakdown of labor categories, including the title, number of personnel, and hours.
* **Key personnel.** The offeror shall provide a list of key personnel by name, title, contact information, proposed duties and roles, and resumes for each proposed key personnel in accordance with Section 5 of the PWS. Resumes should include a description of the experience and capability for all key personnel proposed for the Offeror’s project team. Resumes should also address the individual’s technical background, education, work experience, and accomplishments related to the activities described in the attached PWS.

The proposal of any key personnel not currently employed by the offeror or teaming partners shall be accompanied by letters of intent signed by proposed key personnel in accordance with Section 5 of the PWS.

* Resumes and letters of intent are not included as part of any page limitation.
* *Contractor Teaming Arrangements.* A description of any Contractor Teaming Arrangements CTAs/Subcontractor arrangements, including names, addresses, and points of contact. Please note that CTAs and subcontractor arrangement are not the same. The quotation shall clearly identify if the offeror is proposing a CTA or subcontractor arrangement, all team members, business size of each team member, and the services provided by each team member. **If the offeror is not proposing any CTAs/subcontractor arrangements, the offeror shall indicate so in their staffing plan.**
* **Similar Experience.** The offeror shall provide short summaries of two (2) **[insert widget]** that have been delivered for previous clients The summaries shall describe what frameworks and libraries were used in building the dashboard and why they best suited the user story.

The projects must have been delivered by either a) the Offeror itself or, alternatively, b) a teaming partner that is proposed in response to this solicitation, or, alternatively, c) any key personnel that is being proposed in response to this solicitation. In the project summary, please identify how the offeror’s team was involved in the development. The summary shall include links to the public Git repository that includes the source code that was developed and accepted for the project. Actual access to a publicly available Git repository it considered more responsive than screenshots of private repositories. The summary should also include live links of the final product or current staging environment.

*If live links are not available, screenshots can be provided, along with a brief explanation as to why the project is no longer live The projects should be recent and similar to the size and technical scope of this requirement*.

* **Similar Size:** Similar size is equal to or greater than four (4) to five (5) Full Time Equivalent (FTE) staff having performed on project with a period of performance of two (2) months or more as indicated by the solicitation.
* **Recent and Similar Technical Scope:** Recent and similar technical scope is past experience with building usable, responsive, ***[insert widget and purpose of widget]*** built within the past three (3) years.

**The projects submitted for Similar Experience are included as part of your 5-page limitation.**

*Quotations that fail to include any of the items identified above will not be considered for award. Inclusion of caveats assumptions, or exceptions to the requirement of any kind, in any part of the quotation, will result in the quotation no longer being considered for award.*

#### **Price Proposal**

The Government hereby seeks further price reductions and Most Favored Customer (MFC) pricing for all price services. Provide your best discounted rates.

**The offeror shall submit a separate price quotation that includes the following:**

* Pricing Narrative. The pricing narrative should describe your basis of pricing for the required services and other costs used in the development of the proposed pricing. The pricing narrative should also indicate if any additional discount off your BPA are offered.
* Pricing Schedule. Include a pricing schedule utilizing Attachment 3, Pricing Template. All proposed labor rates shall be consistent with your BPA rates and must be fully burdened (inclusive of profit, fringe benefits, salary, indirect rates, and the GSA Contract Access Fee (CAF)) and should be in accordance with the terms and conditions of your BPA.

## 9.0 EVALUATION PROCESS

### 9.1 Technical Evaluation Factors

The Government shall evaluate the requirements for an Offeror’s performance or capability acceptability based on the following non-price technical factors which are of equal importance to each other.

* Technical Understanding and Approach
* Key Personnel
* Similar Experience

### 9.2 Price Evaluation Factors

Each Offeror’s price quotation will be evaluated separately from the technical quotation. The Government will evaluate the Offeror’s proposed price to ensure that the offered price is fair, reasonable, and realistic. Pricing shall reflect reasonableness, consistency with industry standards, and be in compliance with rates and terms and conditions of the BPA.

### 9.3 Evaluation Process

The Government intends to utilize a multi-phased approach for this procurement described below.

**Phase 1:** Compliance Check. The Contracting Officer will review all offers to ensure compliance with the instructions and requirements set forth in the solicitation. Offerors that are not compliant with the solicitation will not be considered in the next phase.

**Phase 2:** Review of Written Technical Quotations and Oral Presentations. The Offeror’s written technical quotation and responses to questions asked during the Oral Presentations will be evaluated based on an assessment by the Government technical evaluation team of their strengths, weaknesses, and risks associated with the technical factors described above. After each oral presentation, the evaluation team will assess the technical merits of their proposal and select the vendor that demonstrates, in the Government's determination, the greatest understanding of the Government's requirements as described in the PWS, has the proper mix of technical expertise to satisfy the requirements, and does not exhibit weaknesses that would affect the vendor's ability to satisfy the requirements.

Following the technical evaluations, price will be introduced and a best value decision will be made in accordance with Section 8 above. The Government does not intend to use any adjectival ratings for this procurement and will provide a brief explanation in accordance with FAR 8.405-2(d) to unsuccessful offerors upon timely request.

## 10.0 BASIS for AWARD

The final award for this requirement will be based on best-value principles. Accordingly, award will be made to the responsible and technically acceptable Offerors whose proposals provide the greatest overall value to the Government, price and other factors considered.

This best-value determination will be accomplished by comparing the value of the differences in the technical factors for competing offers under consideration in the technical evaluation, based on their strengths, weaknesses, and risks, with differences in their price to the Government.

In making this comparison, the Government is more concerned with obtaining superior technical and management capabilities than with making awards at the lowest overall price to the Government. However, the Government will not make awards at a significantly higher overall price to achieve slightly superior technical value. Offerors are advised that the technical evaluation factors combined are significantly more important than price.

#### **ATTACHMENTS TO THIS SOLICITATION**

1. Quality Assurance Surveillance Plan (QASP)
2. Oral Presentations Instructions
3. Pricing Template