

# TECHNICAL PROPOSALS – WRITING MORE EFFECTIVELY

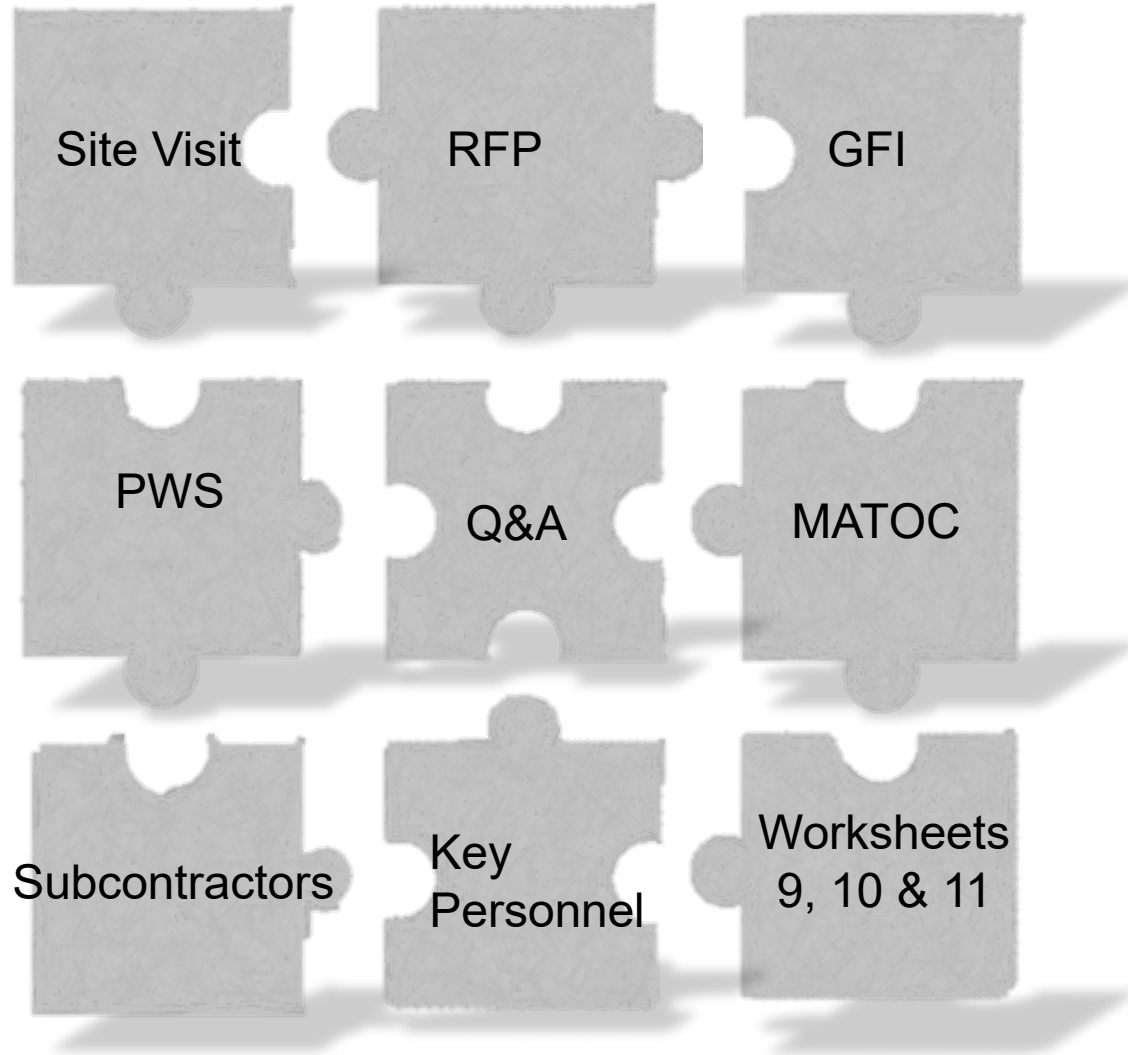
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USACE EM CX  
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US Army Corps  
of Engineers®

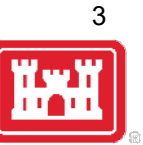


# PUTTING THE PIECES TOGETHER





# THE REQUEST FOR PROPOSAL (RFP)



Technical Proposals: Technical Proposals shall be provided with sufficient detail and supporting data to permit appropriate review and analysis of the Contractor's stated technical approach including a detailed breakdown of the labor mix for each specific task. Failure to provide detailed documentation may preclude your proposal from further consideration. The Contractor shall submit a project schedule which demonstrates the ability to perform all task requirements within project timelines.

Price Proposal Structure: Your price proposal shall be provided in Excel format, unlocked and with all formulas intact by utilizing the enclosed pricing structure. All CLINs/Tasks are to be priced as shown on the Price Spreadsheet enclosed for incorporation into the award. For Government price analysis and evaluation purposes, a detailed breakdown of Subcontractor prices is required at any dollar threshold in a competitive/fair opportunity environment. Lump sum pricing shall not be provided. Please round all of your prices to the nearest whole dollar.

Wage Determination: The contractor is required to comply with the Department of Labor Service Contract Act Wage Determination for this effort as follows below. Increases to your wage rates as a result of this wage determination shall be in accordance with Federal Acquisition Regulations (FAR) 52.222-41 and 52.222-43. The current prevailing SCA Wage Determination for this site location is: 2015-5489, Revision 13, dated April 7, 2021.

Evaluation Factors: Selection Criteria: Best Value, Trade-Off Analysis. Proposal Evaluation Factors and Weighting breakdown for this solicitation are as follows:

| Evaluation Factors | Weight  |
|--------------------|---|
| Technical Approach | Most Important                                      |
| Price              | Less than Technical, but more than Past Performance |
| Past Performance   | Least Important                                     |

\* All non-price factors, when combined, are significantly more important than price.



# THE REQUEST FOR PROPOSAL, CONT'D.



Evaluation Ratings: To receive consideration for award, a rating of no less than 'Acceptable' must be achieved for Technical Approach and a rating of no less than 'Satisfactory Confidence' or 'Neutral Confidence' must be achieved for Past Performance. The proposed price of FFP CLINs will be evaluated for fairness and reasonableness, and the CPFF CLIN will be evaluated for fairness, reasonableness and realism.

Technical Approach: The technical proposal shall address the technical requirements of the enclosed PWS. The Contractor shall submit a proposal describing the technical approach to be used to accomplish the project activities required. The technical proposal should be detailed, concise, and should cover how the Contractor will meet the objectives of the PWS, who will be performing the work, and what equipment and supplies will be required. Particular attention should be paid to how the Contractor will assure the Government that the work being performed will accurately and effectively achieve the objectives of the PWS.

The proposal should describe how the quality of the work will be assured and how it will be presented in the report. The proposal should take the reviewer step by step through each phase of the work, explaining each step, in detail.

The Contractor shall identify the risks associated with, and contingencies for, the proposed technical approach. The Contractor should also discuss any and all assumptions made when developing their technical approach. All assumptions shall be listed immediately after the table of contents and cite the page and paragraph to which each assumption refers. Please note the Government will look unfavorably upon any assumption that qualifies a Contractor's proposal. A detailed basis of estimate shall be provided in both the technical and price volumes and needs to be in sufficient detail to support the proposal submission.





# BEST VALUE – TRADEOFF VS LPTA



The Best Value Continuum is defined in the DOD Source Selection Procedures and FAR 15.101

“Tradeoff Source Selection Process (see FAR 15.101-1). This process allows for a tradeoff between non-cost factors and cost/price and allows the Government to accept other than the lowest priced proposal or other than the highest technically rated proposal to achieve a best-value contract award.”

“Lowest Price Technically Acceptable (LPTA) Source Selection Process (see FAR 15.101-2). The LPTA process is appropriate when best value is expected to result from selection of a technically acceptable proposal with the lowest evaluated price.”



# COMBINED TECHNICAL/RISK RATINGS



| Color  | Rating       | Description   |
|--------|--------------|---|
| Blue   | Outstanding  | Proposal meets requirements and indicates an exceptional approach and understanding of the requirements. Strengths far outweigh any weaknesses. Risk of unsuccessful performance is very low.   |
| Purple | Good         | Proposal meets requirements and indicates a thorough approach and understanding of the requirements. Proposal contains strengths which outweigh any weaknesses. Risk of unsuccessful performance is low.  |
| Green  | Acceptable   | Proposal meets requirements and indicates an adequate approach and understanding of the requirements. Strengths and weaknesses are offsetting or will have little or no impact on contract performance. Risk of unsuccessful performance is no worse than moderate. |
| Yellow | Marginal     | Proposal does not clearly meet requirements and has not demonstrated an adequate approach and understanding of the requirements. The proposal has one or more weaknesses which are not offset by strengths. Risk of unsuccessful performance is high.               |
| Red    | Unacceptable | Proposal does not meet requirements and contains one or more deficiencies. Proposal is unawardable.   |



# EVALUATION DEFINITIONS



The Evaluation Worksheet has four sections. Per the Army Source Selection Supplement:

- a) **Significant Strength** is an aspect of an Offeror's proposal that has appreciable merit or appreciably exceeds specified performance or capability requirements in a way that will be appreciably advantageous to the Government during contract performance.
- b) **Strength** is an aspect of an Offeror's proposal that has merit or exceeds specified performance or capability requirements in a way that will be advantageous to the Government during contract performance.
- c) **Significant Weakness** in the proposal is a flaw that appreciably increases the risk of unsuccessful contract performance. See FAR 15.001.
- d) **Weakness** is a flaw in the proposal that increases the risk of unsuccessful contract performance. See FAR 15.001
- e) **Deficiency** is a material failure of a proposal to meet a Government requirement or a combination of significant weaknesses in a proposal that increases the risk of unsuccessful contract performance to an unacceptable level. See FAR 15.001.
- f) **Uncertainty** is any aspect of a non-cost/price factor proposal for which the intent of the offer is unclear (e.g. more than one way to interpret the offer or inconsistencies in the proposal indicating that there may have been an error, omission, or mistake).



# DEFINING TECHNICAL AND RISK



The technical rating reflects the degree to which the proposed approach meets or does not meet the minimum performance or capability requirements through an assessment of the strengths, weaknesses, deficiencies, and risks of a proposal.

The purpose of the technical factor(s) is to assess the offeror's proposed approach, as detailed in its proposal, to satisfy the Government's requirements. There are many aspects which may affect an offeror's ability to meet the solicitation requirements. Examples include technical approach, risk, management approach, personnel qualifications, facilities, and others. The evaluation of risk is related to the technical assessment.

Technical Risk Rating. Assessment of technical risk, which is manifested by the identification of weakness(es), considers potential for disruption of schedule, increased costs, degradation of performance, the need for increased Government oversight, or the likelihood of unsuccessful contract performance.





# TOP 5 AREAS FOR IMPROVEMENT



- 1) 'Ad' type language & using a two-column layout
- 2) Omitting a "shall"
- 3) Not providing the "**how** the Contractor will meet the objectives of the PWS, **who** will be performing the work, **and what equipment and supplies** will be required....**how the Contractor will assure the Government that the work being performed will accurately and effectively achieve the objectives of the PWS.**"
- 4) Technical Basis of Estimates (BOEs)
- 5) Low-ball bids



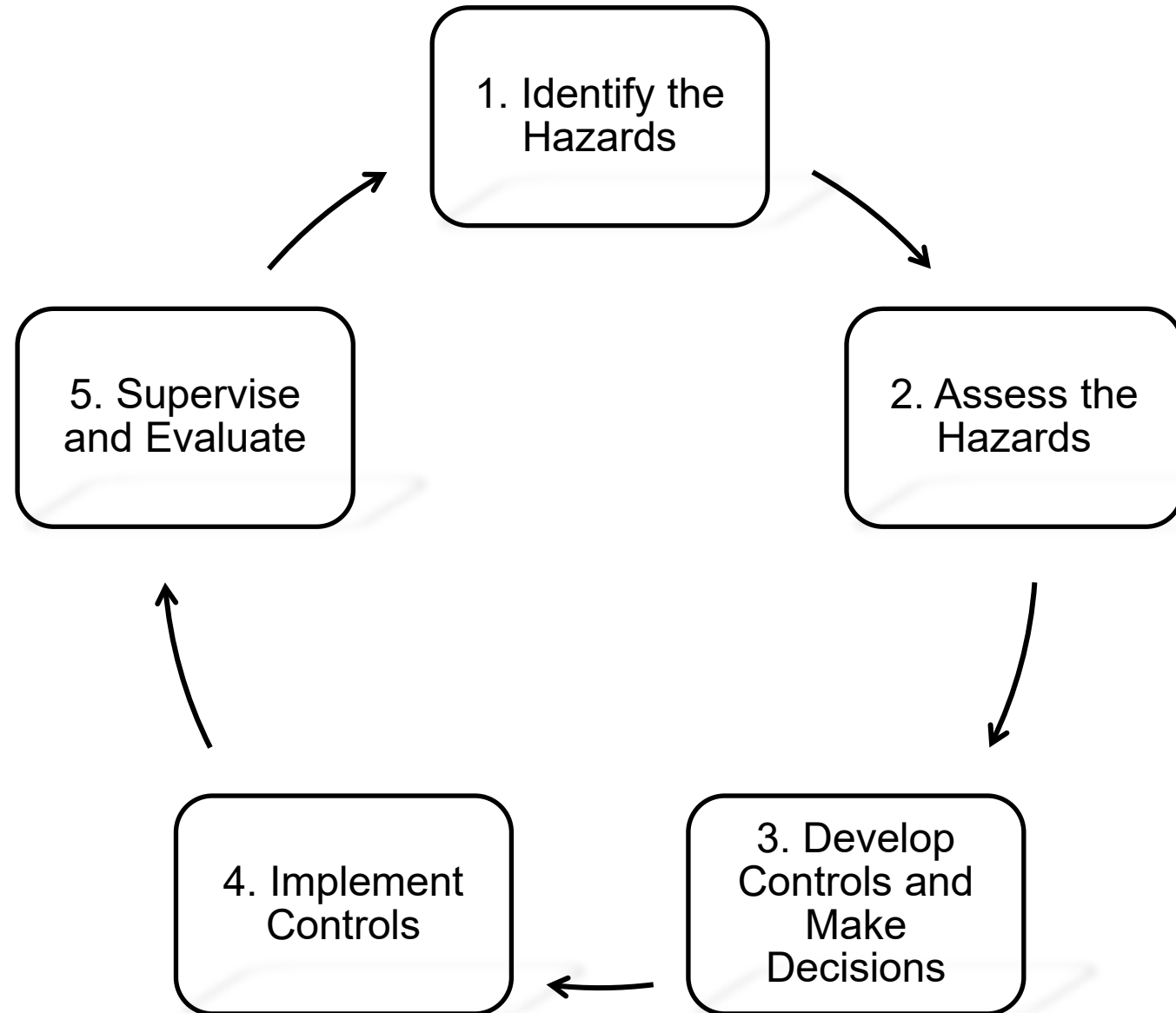
# TOP 5 TECHNICAL AREAS FOR SUCCESS



- 1) How does it create an advantage to the Government vs. meeting the intent? Did the task(s) consider potential for disruption of schedule, increased costs, degradation of performance, the need for increased Government oversight, or the likelihood of unsuccessful contract performance?
- 2) FIELDWORK – WHO, WHAT, WHEN, WHERE, WHY & HOW
- 3) Match the Technical BOE to the Tasks
- 4) How do you manage the QC before it gets to QA
- 5) Outline technical approach, risk, management approach, personnel, facilities, and equipment. Since exhibits and/or images do not count toward the page limit include that Conceptual Site Model.



# RISK MANAGEMENT PROCESS





# TOP 5 FOCUS AREAS OF RISK MANAGEMENT



- 1) Existing Data **MUST** be evaluated.
- 2) Be transparent on project risks.
- 3) Develop assumptions for the unknowns.
- 4) Now that you've identified the risk, focus on impact and likelihood:  
WHAT are the consequences?  
WHO is impacted?  
HOW can you reduce/control the risk?  
WHEN Plan A control doesn't work, is there a Plan B?
- 5) Factor these risks, assumptions and mitigation in your cost and schedule.  
**THEN EXECUTE!**



# ADVANTAGE TO THE GOVERNMENT



Offeror's proposal that has appreciable merit or appreciably exceeds specified performance or capability requirements in a way that will be appreciably advantageous to the Government during contract performance.





