

SECTION D - SOLICITATION PROVISIONS

D.1 GENERAL PROPOSAL SUBMISSION/INSTRUCTIONS

[eOffer/eMod](#) is a web based application that allows vendors to prepare and submit their GSA Schedule offers/Schedule contract modification requests electronically. eOffer/eMod uses the latest digital authentication technology to ensure the integrity of data and to electronically sign the offer (proposal) or modification request. Digital certificates are required in order to use eOffer/eMod. Vendor Support Center at 1877-495-4849 or vendor.support@gsa.gov or the Contracting Officer Kwanita Brown at 703-605-9935 or kwanita.brown@gsa.gov

- a. Offerors must submit a complete proposal to provide a basis for evaluation by the Government. The information provided shall be current, concise, factual and complete. Proposals that merely offer to conduct the work in accordance with the Government's requirements, "as described in the Statement of Work", or citing "generally accepted procedures" will be considered unacceptable and rejected. **Proposals that are not substantially complete will be rejected.** [ATTACHMENT 4](#) contains a checklist outlining the elements required for an offer to meet the threshold of substantial completeness. Offerors shall complete the checklist and submit it with their proposals.
- b. Commercial products and services are solicited under this solicitation along with commercial selling practices. For example, if as a commercial package, you package various goods and/or services together to achieve economies of scale or efficiencies provided certain terms and conditions are met (for example, a definite quantity is purchased), the General Services Administration would be interested in reviewing such arrangements under the Schedules program in order to provide its customers with the greatest array of choice and selection
- c. Offerors may offer on any combination of SIN(s) and are not required to offer on all SIN(s).
- d. Pricing goal: The GSA Federal Acquisition Service awards over \$5 billion dollars annually for goods and services under the schedules program; one of the largest single contracting activities in the nation. GSA has a fiduciary responsibility to the American taxpayers and to customer agencies to take full advantage of the Government's leverage in the market in order to obtain the best deal for the taxpayer. Accordingly, the U.S. General Accounting Office has specifically recommended that "the price analysis GSA does to establish the Government's MAS negotiation objective should start with the best discount given to any of the vendor's customers."¹ GSA seeks to obtain the offeror's best (i.e., most favored customer) price based on its evaluation of discounts, terms, conditions, and concessions offered to commercial customers. **Offerors inquire frequently as to a means of facilitating the processing of their contract offers. There are many factors involved, but all things being equal, an initial MFC offer requires less review and analysis and is therefore more likely to be finalized rapidly.**
- e. Note Registration in SAM.gov, ORCA (Online Representations and Certifications Application), a Dun and Bradstreet Open Ratings Report and Past Performance Evaluation request form must be completed prior to submission of offer.

D.2 ADDENDUM TO 52.212-1 - PROPOSAL INSTRUCTIONS

*Read the entire solicitation document prior to preparation of your offer.
Offers submitted with substantial deficiencies will be rejected.*

Section I: Administrative Requirements

Fill in all blanks and check mark all boxes with the necessary information. If something doesn't apply, insert N/A.

Don't change any text or formatting.

Submit a copy of your firm's audited annual report, an audited consolidated financial statement or such other financial information that clearly demonstrates your current assets, accounts receivables, and current liabilities. GSA utilizes industry quick current ratio to determine financial solvency.

If you are a large business, submit a Small Business and Small Disadvantaged Business Subcontracting Plan. We'll review the plan and make sure it is consistent with the provisions in Clause 52.219-71. Subcontracting plans are subject to negotiations along with the terms and conditions of any contract resultant from this solicitation. You are hereby informed that failure to submit the subcontracting plan shall make you ineligible for contract award.

With regard to FAR 52.219-9 requirements, the following are the statutory targets or goals which you should consider and strive to attain when allocating subcontracting effort. It should be noted that these are not mandatory and your subcontracting goals may vary based upon (1) your approach to satisfying solicitation requirements; and (2) the available subcontracting opportunities allowed in your approach.

Small Business	30.0%
Small Disadvantaged (SDB)	5.0%
Woman-Owned Small	5.0%
Hubzone Certified Small	3.0%
Service-Disabled Veteran Small	3.0%
Veteran-Owned Small	3.0%

Do you plan on routinely using subcontractors to fulfill contract requirements? Yes No.

If yes, please provide a letter of commitment from each subcontractor.

Complete Proposal Checklist ([ATTACHMENT 4](#)) which contains a checklist outlining the elements required for an offer to meet the threshold of substantial completeness.

Submit your offer electronically through eOffer.

Section II: Technical Proposal

TECHNICAL PROPOSAL INSTRUCTIONS

All pages should be typed standard, single-spaced, 8 1/2" x 11" pages in 12-point font size. All offers shall address these factors as instructed below. If the offeror is proposing multiple Special Item Numbers (SINs), they shall clearly identify each SIN with the corresponding technical information. Please provide a narrative for each of the following sections to demonstrate your company's capabilities in satisfying all underlying requirements listed below. **IF ANY ONE FACTOR (Factors 1-4) below is found to be deficient, the Offer may be rejected in its entirety**

The technical proposal section is comprised of factors relating to the offeror's ability to perform and must be completed.

Technical Capability is the primary determining factor of an offeror's ability to perform. Offerors shall describe **how** they meet or plan to meet all mandatory requirements in the Statement of Work (SOW). The Government will review proposals to determine that the offeror has adequately demonstrated an understanding of and the ability to meet the Government's requirements. Offers demonstrating ability to perform will be determined "technically acceptable". Proposals that merely restate the contents of the Statement of Work (SOW) or simply state they will comply with the SOW will be deemed unacceptable.

Offerors shall describe under the appropriate Factor, how they meet or plan to meet all mandatory requirements in the SOW.

Section III: Pricing

- a) Pricing shall also be provided using the appropriate pricing format shown in the Commercial Sales Products Format (CSP) **inclusive of IFF including 599-1000 Contract Items. Be sure to identify the Special Item Number(s) offered on the Pricing Format(s).** Commercial pricing practices are solicited. This may include, but not be limited to, multi-tiered pricing reflecting different fees based upon the level of manual oversight or involvement required for given transactions, as opposed to automated, electronic transactions requiring no or more limited intervention; separate fee for ETS/DTS-assisted transactions; separate fees for refunding/not refunding international airfare commissions to agencies; management fee pricing structures, etc. All offered commercial pricing proposed must be fully detailed, explained and supported in order for the pricing structure to be made available to ordering agencies. To support the prices proposed in the Schedule of Items, you need to include the following information:

Sufficient information for each service or product offered to enable the Contracting Officer to determine that the items are fair and reasonable. Pricing must be furnished in sufficient detail to enable the Contracting Officer to perform a price analysis in accordance with FAR 15.404- 1(b).

If offering labor categories, provide descriptions of the labor categories offered. Descriptions may be provided on a separate sheet. (Include minimum training, certifications, education, and experience requirements.)

If rates are audited by a Federal Agency, include this information in the narrative. However, this is the least preferred method of establishing price reasonableness.

Specific to SIN 599-2, Travel Agent Services: For proposals based on other than a per transaction model, the offeror shall also describe how it will convert pricing into a per transaction model for IFF purposes.

c) You need to include the following:

Completed commercial sales practice format (CSPF) for **each** SIN offered, demonstrating comparative pricing with your most favored customer(s). By the term “most favored customer,” that means the customer that gets the best price, period. A general explanation of the circumstances and frequency of deviations from those practices (if any) must be included as well as a discussion of the salient selling terms and conditions (e.g., minimum guarantees, payment terms, etc.). If necessary, the Contracting Officer may request that the offeror provide transactional information (e.g. invoices where these services or labor categories have been “sold” before). GSA requires that all offerors provide current, accurate, and complete information. A separate CSP must be completed for each pricing structure proposed. If the same pricing structure is used for multiple SIN(s), only one CSP is required. Please note, the contents contained in the CSPF will be held in confidence and not subject to release subject to the provisions of the Freedom of Information Act.

Designate the CSPF information as confidential commercial information. In the event of a Freedom of Information Act (FOIA) request for disclosure of the CSPF information, GSA will withhold the CSPF under the fourth statutory exemption under FOIA. This exemption allows GSA to withhold commercial or financial records if release of the information would involve a substantial risk of competitive injury to the business that furnished the information (5 U.S.C. § 552(b)(4)).

-

-

- Discussion of why the offeror believes pricing is fair and reasonable and how it relates to most favored customer pricing. Provide supporting documentation. If GSA is not offered discounts, terms and conditions equal to or better than your most favored customer (the lowest price), provide an explanation why.

d) Pricing shall be presented in one of the following pricing formats:

For pricing based on Commercial Price Lists, catalog prices or market prices (aka commercial price list), provide two copies of your current published Commercial Price List as indicated under clause 552.212-70

- PREPARATION OF OFFER (MULTIPLE AWARD SCHEDULE) along with your pricing.

For pricing based on other than commercial price lists, provide information related to prices (e.g., market prices, internal business memo, quote sheets, etc.) offered commercially. **Provide information on prices that similar items are sold (commercial or Government sales).**

- If requested by the Contracting Officer, offerors shall provide cost information other than cost or pricing data which is not certified. This data should show how the offeror arrived at the proposed prices, e.g. Hourly Rate + Overhead + G & A + Fee + Industrial Funding Fee (IFF) = the proposed rate for each labor category proposed. The data may include all direct costs, indirect costs, profit, and any other factor(s) that contribute to the proposed total price. The breakouts should clearly indicate the dollar amounts and percentages for each factor. A price certification is not required. **(This information may be required if the Contracting Officer cannot determine fair and reasonable pricing)**

NOTE: A determination that the submission is unacceptable or that an offeror's price is not fair and reasonable will result in that offeror not receiving a contract award.

Offerors shall specify the Labor Category (ies) proposed (e.g. the hourly and /or daily rates for each), as applicable. For those services based on labor rates, the total price for services will be established at the time the Task Order is placed and will be based on the prices offered herein. The number of hours negotiated with the ordering agency and the labor category (ies) provided will be shown on the resultant Task Order. Prices for Labor Category(ies) proposed (e.g. with the hourly and/or daily rates for each) shall include applicable Contract Support Items. Wherever the offeror knows of specific contract support items that will regularly be incurred, they should offer them.

Orders placed under this solicitation will be firm-fixed price with an allowance for labor hours or time and materials, as appropriate; and in accordance with regulations and procedures. If the agency Contracting Officer chooses to purchase from a SIN on a Labor Hour basis, the resultant Task Order shall specify the Not to Exceed price, the Labor Category(ies) proposed (e.g., the hourly and/or daily rates for each), and any applicable Contract Support Items.

D.3 52.215-20 REQUIREMENTS FOR CERTIFIED COST OR PRICING DATA AND DATA OTHER THAN CERTIFIED COST OR PRICING DATA (OCT 2010) (ALTERNATE IV — OCT 2010)

(a) Submission of cost or pricing data is not required.

(b) Provide information described below:

- (1) An offer prepared and submitted in accordance with the clause at [552.212-70](#), Preparation of Offer (Multiple Award Schedule).
- (2) Commercial sales practices. The Offeror shall submit information in the format provided in this solicitation in accordance with the instructions at [FIGURE 515.4-2](#) of the GSA Acquisition Regulation; or submit information in the Offeror's own format.
- (3) Any additional supporting information requested by the Contracting Officer. The Contracting Officer may require additional supporting information, but only to the extent necessary to determine whether the price(s) offered is fair and reasonable.
- (4) By submission of an offer in response to this solicitation, the Offeror grants the Contracting Officer or an authorized representative the right to examine, at any time before initial award, books, records, documents, papers, and other directly pertinent records to verify the pricing, sales and other data related to the supplies or services proposed in order to determine the reasonableness of price(s). Access does not extend to offeror's cost or profit information or other data relevant solely to the offeror's determination of the prices to be offered in the catalog or marketplace.

Sufficient information for each service or product offered must be furnished in enough detail to enable the Contracting Officer to make the determination that the proposed prices are fair and reasonable. For each SIN proposed, provide information such as the following:

1. A published and dated catalog showing the prices, or;
2. A published and dated price list showing the prices, or;
3. An internal memorandum or other document showing normal or special government prices, or;
4. An internal memo, quote sheet or other document showing normal or special commercial prices, or;
5. Internal memo, quote sheet or other document which verifies your pricing structure for your commercial customers, or;
6. Internal memo, quote sheet or other document which verifies your pricing structure for your government customers, or;
7. Any other type of document which can help the Contracting Officer determine that your proposed rates are fair and reasonable.

D.4 EVALUATION FACTORS FOR AWARD

The Government will make an award to the responsible offeror(s) whose offer conforms to the solicitation, and whose prices are determined to be fair and reasonable.

The Government will evaluate the proposal for acceptability on each Special Item Number (SIN) offered as stated in Paragraph D.2. If any one area of the proposal is determined to be unacceptable, then the evaluation of that SIN will conclude and the offer will not be further evaluated for that SIN.

Once a proposal has been determined to be acceptable, then the Contracting Officer will determine if the offeror's Past Performance history is satisfactory.

Offerors who have submitted acceptable proposals will then be evaluated for price reasonableness.

D.5 EVALUATIONS BY ORDERING AGENCIES AFTER AWARD

Ordering agencies are encouraged by GSA, prior to placing an order with a contractor, to conduct an evaluation to determine that a best value purchase is made specific to the task. This could entail the ordering agency:

- (a) Requiring resumes of personnel proposed to do work under the task
- (b) Requiring limited technical proposals to determine each offeror's understanding of the requirements
- (c) Requiring information relevant to gauge experience of the firm in providing the service
- (d) Requiring price and/or technical proposals from teams/partners in order to determine overall best value for the entire scope of work projected