

# UNIT 17: PUBLICIZING PROPOSED ACQUISITIONS

*October 2003*

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<b>Duty</b>	Select and implement a method or methods of publicizing the proposed procurements.
<b>Conditions</b>	Given forecast requirements, written or unwritten acquisition plan, market research, Procurement Request, other related documents, and relevant presolicitation business decisions.
<b>Overall Standard</b>	Notify the market to the extent required and necessary to obtain competition for prime contracts and to offer subcontracting opportunities to small business firms.

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## Policies

<i>FAR</i>	<i>Agency Suppl.</i>	<i>Subject</i>
5.1		Dissemination of information.
5.2		Synopses of proposed contract actions.
5.5		Paid advertisements.
13.104		Promoting competition.
13.105		Synopsis and posting requirements.
13.106-1		Soliciting competition.
14.203		Methods of soliciting bids.
14.211(a)		Release of acquisition information before solicitation.
15.201		Exchanges with industry before receipt of proposals.
35.007(a-b)		Soliciting proposals from technically qualified sources.
35.016		Broad agency announcements proposals.
52.211-1		Availability of specifications listed in the DoD Index of Specifications, Standards, and Commercial Item Descriptions, FPMR Part 101-29.
52.211-2		Availability of specifications listed in the GSA Index of Specifications and Standards (DoDISS) and descriptions listed in the Acquisition Management Systems and Data Requirements Control List, DoD 5010.12-L.
52.211-3		Availability of specifications not listed in the GSA Index of Federal Specifications, Standards, and Commercial Item Descriptions.
52.211-4		Availability for examination of specifications not listed in the GSA Index of Federal Specifications, Standards, and Commercial Item Descriptions.

## Other KSAs

1. Knowledge of procedures and standard format for electronic transmission of synopses.
2. Knowledge of methods, media, and guidelines for advertising and publicity.
3. Ability to make decisions related to publicizing a proposed acquisition.
4. Ability to use electronic and other available tools to publicize a proposed acquisition.
5. Ability to write synopses and other documents used to publicize a proposed acquisition.
6. Ability to demonstrate the attention to detail needed to clearly publicize a proposed acquisition.

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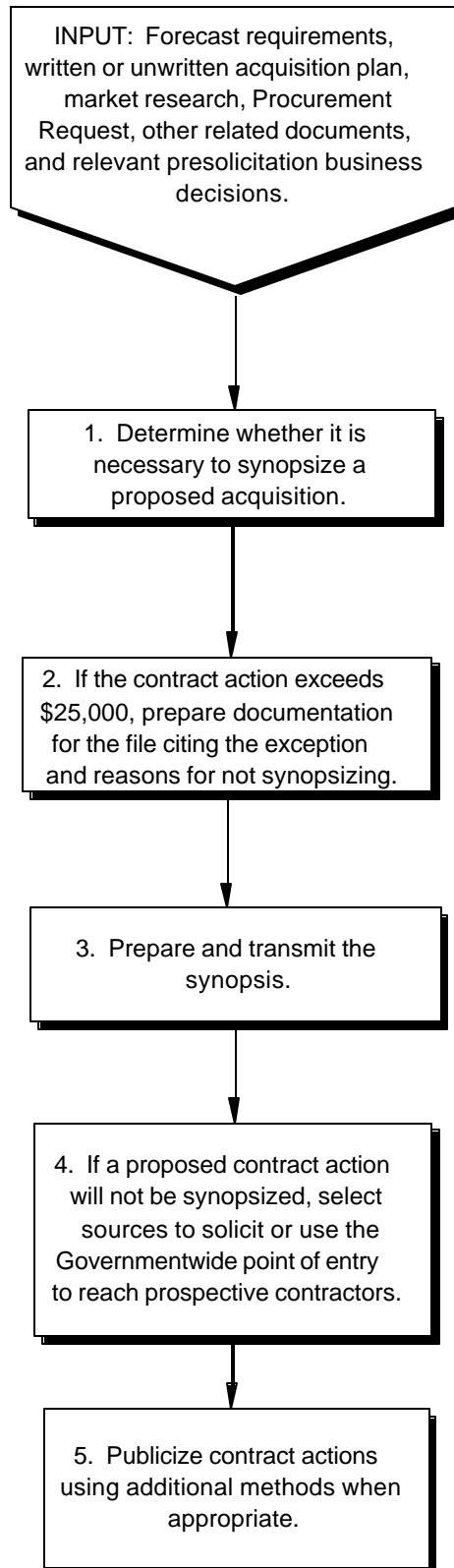
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**Other Policies and References (Annotate As Necessary):**

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Tasks	Related Standards
1. Determine whether it is necessary to synopsise a proposed acquisition.	<p>1. Correctly interprets FAR policies on whether a synopsis is required (e.g., FAR 5.101(a) and 5.201).</p> <p>Questions to consider include the following.</p> <ul style="list-style-type: none"> <li>• Is a synopsis required?</li> <li>• Is the proposed procurement eligible for an exception to the synopsis requirement identified in FAR 5.202?</li> <li>• If not required, would synopsizing nonetheless be advantageous to the Government?</li> </ul>
2. If the contract action exceeds \$25,000, prepare documentation for the file citing the exception and reasons for not synopsizing.	<p>Assure that the documentation includes:</p> <ul style="list-style-type: none"> <li>• Clear identification of the exception;</li> <li>• Information sufficient to demonstrate that the identified exception applies to the acquisition; and</li> <li>• Any written determination required for the exception (e.g., an agency head determination that advance notice is not appropriate or reasonable).</li> </ul>
3. Prepare and transmit the synopsis.	Correctly prepare the synopsis following the requirements of FAR 5.207.

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Tasks	Related Standards
<p>4. If a proposed contract action will not be synopsisized, select sources to solicit or use the governmentwide point of entry to reach prospective contractors.</p>	<p>Do NOT solicit sources:</p> <ul style="list-style-type: none"> <li>• Based solely on personal preference; or</li> <li>• Only from suppliers of well-known and widely distributed makes or brands unless an exception to full and open competition is justified in writing.</li> </ul> <p>Consider any documented determination to limit competition (e.g., only one source or compelling urgency).</p> <p>For a simplified acquisition exceeding the micro-purchase threshold, solicit using the governmentwide point of entry whenever practicable. If use of the governmentwide point of entry is not practical, consider solicitation of at least three sources to promote the competition to the maximum extent practicable. Whenever practicable, request quotations or offers from two sources not included in the previous solicitation.</p> <p>For other acquisitions, consider the following factors in determining the number of vendors to solicit:</p> <ul style="list-style-type: none"> <li>• Past experience concerning prices quoted/offered;</li> <li>• Information obtained from market research;</li> <li>• The urgency of the proposed acquisition; and</li> <li>• The dollar value of the proposed acquisition.</li> </ul>

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Tasks	Related Standards
<p>5. Publicize contract actions using additional methods when appropriate.</p>	<p>Even when a requirement is synopsized additional publicity may be required to encourage adequate competition.</p> <p>Consider publicizing the proposed contract action using one or more of following options:</p> <ul style="list-style-type: none"> <li>• Posting a notice of the procurement in a public place, an electronic bulletin board, or using other appropriate electronic means.               <ul style="list-style-type: none"> <li>- Posting is required for proposed actions expected to exceed \$10,000 but not expected to exceed \$25,000 unless an exception in FAR 5.207 applies.</li> <li>- Agency regulations or good business practice may require posting of contract actions that exceed \$25,000.</li> </ul> </li> <li>• Handouts.</li> <li>• Notices to trade associations.</li> <li>• Brief announcements to newspapers, trade journals, magazines, or other mass communication media without cost to the Government.</li> <li>• Paid advertisements.</li> </ul>