

GENERAL SERVICES ADMINISTRATION

STATEMENT OF OBJECTIVES

For

PERFORMANCE-BASED CONTRACTING TRAINING

Based on the Seven Steps to Performance-Based Service Acquisition (PBSA) Guide

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1.0 BACKGROUND

Performance-based contracting (PBC) is an approach to program and contract management that focuses on results or outcomes, and not on process. It allows vendors to propose competing solutions, utilizing their expertise and industry practice knowledge.

The Office of Management and Budget (OMB) mandated that for fiscal year (FY) 2002, agencies must obligate 20 percent of eligible service contracting dollars using the PBC approach. The percentage increases to 50 percent in FY2005. GSA, like other agencies, requires practical training for its acquisition personnel to enable achievement of these goals.

2.0 PURPOSE: GSA seeks to improve the acquisition and management of commercial services by equipping its workforce with tools to develop performance based statements of work or statements of objectives and tools to manage contractor performance. As part of GSA's effort to broaden the use of PBC, this agency-wide training project was commissioned to enhance the PBC knowledge and skills of the acquisition workforce. The short-term goal involves training GSA's approximately 1220 Contract Specialists. Only 55% of GSA's contracting workforce has actually received some form of PBC training. GSA's long-term goal is to train 100% of its acquisition professionals (including program managers) in the area of PBC to include program officials.

3.0 REQUIREMENTS

Task 1. Provide a Performance Based Contracting course based upon the "Seven Steps To Performance-Based Services Acquisition (PBSA) Guide." To access the Seven Steps to PBSA Guide, visit this website address: <http://www.acqnet.gov>.

The course materials to include instructor manuals, student manuals, media, case studies, exercises and other related materials required for instruction. The instructors for the course(s) should be able to adapt performance based contracting (PBC) methodology to the needs of GSA's acquisition workforce through: 1) training and technical assistance in the full range of PBC techniques developed around the Seven Steps Performance Based Service Acquisition Guide (PBSA)¹; and 2) long-term assistance in the application of PBC to actual acquisitions procured by GSA's acquisition workforce.

The contractor should consider the following desired outcomes in determining the length of the course:

- Thorough understanding of the fundamental techniques of PBC.
- Ability to determine when PBC is relevant and appropriate.
- Skills to immediately develop and implement performance-based requirements, a performance work statement, quality assurance plans, performance standards and measures, and positive and negative incentives.

¹ Web-based guide developed by an interagency team to include a representative from: USDA, Department of Commerce, Department of Treasury, DOD, GSA, and ASI.

- Ability to understand how to employ market research and use a Performance Work Statement (PWS) or Statement of Objectives (SOO) allowing industry to propose solutions and means for measuring results based on their solution.
- Ability to evaluate the contractor's solutions and award and monitor the PBC.
- Ability to perform the seven steps as outlined in the Seven Steps to PBSA Guide to skillfully craft a PBC.

The goal of this training course is to ensure the acquisition professionals perform at the Application Skill Level as follows:

Application Skill Level: Present both the duty (definition, purpose, standards, and when performed) and every step in accomplishing the duty. Through simulations and other such exercises, require the student to perform those steps necessary to evaluate the student's ability to perform the duty. The course should encompass sample performance work statements or statement of objectives (SOOs) in the service areas listed below.

Types of Services		
Low Risk Examples	Medium Risk Examples	High Risk Examples
Elevator Maintenance Service Mechanical Maintenance	Software Maintenance	Software development
Lawn/landscape services	Consulting services	Software integration
Shuttle service and transportation	Environment remediation	Research and development
Security services	Training	Computer support
Training	Business Process Reengineering	IT services/support
Janitorial/Custodial Services	Research services	Database management

All material developed for this course will become the property of the Government to be used for additional training purposes. **Deliverable:** Draft course outline, instructor manual, student manual, case studies, exercises, media, syllabus, and schedule to include online course information/advertisement should be submitted with the proposal. Final course outline, instructor manual, student manual, GSA case studies, exercises, media, syllabus, and schedule to include online course information/advertisement should be submitted 30 days after contract award. The DOD Style Guide, Courseware Design Guide, dated July 31, 2002, should be used as a reference for courseware design.

Task 2. The training should be provided for approximately 1,220 contracting personnel inside and outside the Washington, DC metropolitan area. We anticipate training 20 to 30 students per class. GSA's contracting personnel are located in the following areas:

Central Office – Washington, DC
National Capital Region – Washington, DC
Region 1: New England Region- Boston, MA,
Region 2: Northeast and Caribbean Region – New York, NY
Region 3: Mid-Atlantic Region - Philadelphia, PA.
Region 4: Southeast Sunbelt Region - Atlanta, GA.
Region 5: Great Lakes Region - Chicago, IL.
Region 6: The Heartland Region - Kansas City, MO.
Region 7: Greater Southwest Region – Forth Worth, TX
Region 8: Rocky Mountain Region - Denver, CO.
Region 9: Pacific Rim Region - San Francisco, CA.
Region 10: Northwest/Arctic Region - Auburn, WA.

For additional information about each regional office, visit the following website address:
<http://insite.gsa.gov/gsaorg.htm>.

Pricing is on a per class basis. Training facilities/sites should be accessible by public transportation and coordinated with Government personnel to take advantage of Government space. **Deliverable:** A pilot course should be conducted with GSA personnel within 30 days after contract award.

Task 3. The contractor shall provide up-to-date online course information to GSA to include the PBC training course, session title, summary of course, course schedule, instructor, and cost. The webpage for course information and advertisement shall be linked to GSA PBC webpage: <http://www.gsa.gov/performancebasedcontracting>. **Deliverable:** Draft online course information should be submitted to GSA with the proposal.

Task 4. Course evaluation methodology shall be conducted to determine the effectiveness of the training program. The contractor shall submit a course evaluation methodology plan to the Government. **Deliverable:** The course evaluation methodology plan shall be submitted to GSA with the proposal.

OPTION- Task 5. The contractor will use the course material, developed in Task 1, to develop a robust online training course. In addition to providing links to relevant policies, this site will highlight "illustrative practices" or best practices policies, case studies, exercises, provide links to resources, and a glossary. The contractor shall develop a plan to include hosting and maintenance of this online course. **Deliverable:** The plan should be submitted with the proposal. A Pilot Online Course will be submitted to the Government 60 days after contract award.

3.1 TRAVEL. It is anticipated that travel will be required for this contract. The Government will pay up to the rates specified in the Government Federal Travel Regulations (FTR) for travel destination. Hotel reservations will be made by the contractor and will be reimbursed for actual costs only, with back up

documentation/receipts attached to the invoice. NO PAYMENT WILL BE MADE WITHOUT BACK UP DOCUMENTATION/RECEIPTS.

3.2 PERIOD OF PERFORMANCE: Four year Blanket Purchase Agreement (to be evaluated every year).

3.3 GOVERNMENT-FURNISHED RESOURCES: Government facilities may be used in each region for the training course, if available. The contractor will work with the Government to coordinate and schedule the sites for the training. The contractor's price proposal should include two options: 1) price if contractor provides facility; 2) price if government provides facility.

3.4 OTHER REQUIRMENTS:

1. The offeror must submit a project plan with the proposal. The plan will address the details of the classroom course, online course information, optional online course, performance measures and standards.
2. The offeror must submit a quality assurance plan with this proposal, including metrics, proposed class length, and incentives.
3. A final project plan will address the contractor's classroom course and online course information. Delivered within 15 calendar days after review of the proposed comments by the Government.

4.0 DELIVERABLES:

Deliverable	Schedule
1. Project plan	At the time of proposal submission
2. Quality assurance plan	At the time of proposal submission
3. Draft agenda with learning objectives	At the time of proposal submission
4. Draft course outline, instructor manual, student manual, case studies, exercises, media, syllabus, and schedule to include online course information.	At the time of proposal submission
5. Course evaluation methodology plan	At the time of proposal submission
6. Plan for online training	At the time of proposal submission
7. Final project plan	15 calendar days after review of the proposed comments by the Government.
8. Final course outline, instructor manual, student manual, GSA case studies, exercises, media, syllabus, and schedule to include online course information.	30 days after contract award.
9. Pilot Classroom Course	30 days after contract award.
10. Pilot Online Course	60 days after contract award.
11. Training manual for each student that attends the training course to include course evaluation form	At the time the course is conducted.

All deliverables will be provided to the Contracting Officer at the following office mailing address:

General Services Administration
Attn: _____, Room _____
18th & F Streets, NW
Washington, DC 20405
e-mail: _____@gsa.gov
telephone number _____
facsimile number _____

5.0 EVALUATION CRITERIA: The award will be based upon best value and quality of solution. Evaluation factors are Personnel Qualification (PQ)/ Technical Management™, Corporate Experience, Past Performance, and Price. Evaluation factors, when combined, are significantly more important than prices.

A. Personnel Qualifications (PQ) Or Technical Management™.

- Instructor- subject matter experience and communication skills.

B. Corporate Experience- Offerors will be evaluated on overall corporate resources.

- Demonstrated experience in course development and conducting courses in performance based contracting.
- Proven knowledge and experience with the use of technology in course design, course implementation, and evaluation of skills development and learning.
- Demonstration that the offeror's identified key personnel have an understanding of performance based contracting goals and objectives, as well as successful previous experience in the development and delivery of similar courses.
- Demonstrated experience in managing similar project.

C. Past Performance- Offerors will be evaluated as to the areas of quality, timeliness, customer satisfaction and business practices.

- Successful past performance on similar projects, to include but not limited to timeliness of performance, customer satisfaction, and course evaluation feedback.
- Relevance of the offeror's past project experience to this type of requirement.

D. Price

- Price will be evaluated based upon realism and reasonableness, reflecting a clear understanding of the requirements.

6.0 CONSTRAINTS:

The contractor's solution shall comply with all applicable government regulations, which include but are not limited to:

Information Technology Management Reform Act

Government Performance and Results Act
Management of Information Resources (OMB Circular A-130)
Paperwork Reduction Act (PL 104-13)
Federal Records Act (36 CFR 1220)
Freedom of Information Act (5 USC 552)
Electronic FOIA Amendment of 1996
Privacy Act (5 USC 552A)
Critical Infrastructure Protection (PDD-63)
Computer Security Act (PL 100-235)