

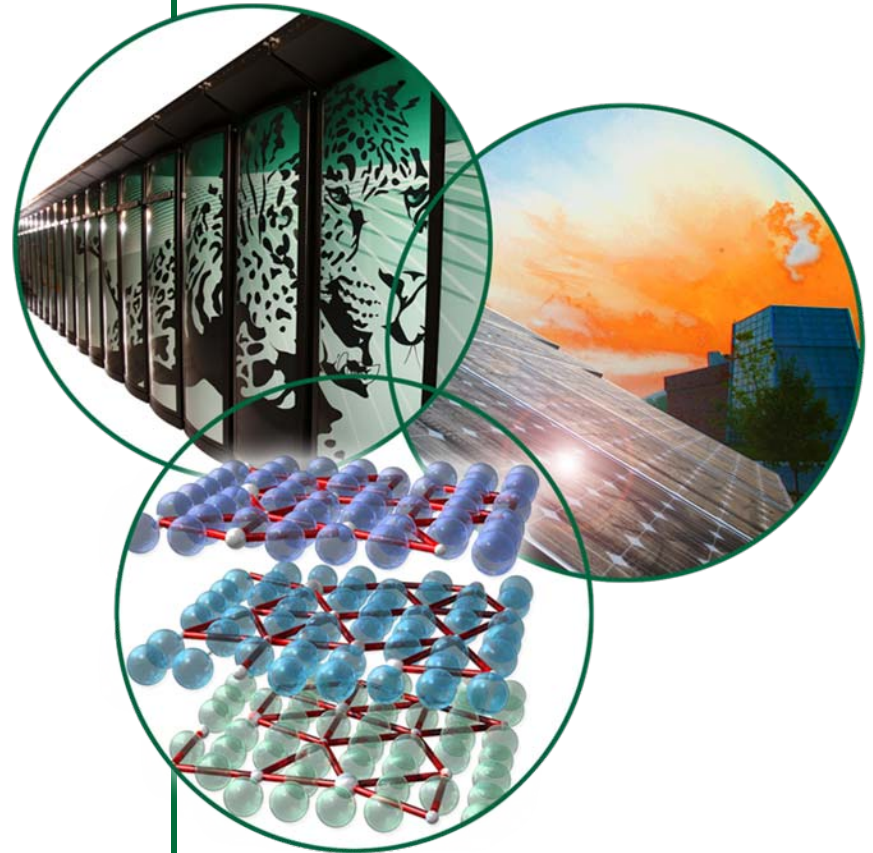
Writing Proposals for Oak Ridge National Laboratory

Women-Owned Small Business Day

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Solicitations/Requests for Proposals

- An RFP is a solicitation for offers that is issued when the Buyer conducts a competitive or negotiated procurement
- Draft Subcontract – Section J is the RFP
- Competition is preferred method of subcontracting and consistent with ORNL “Procurement Practices”
- Various types of RFPs may be used
 - Commercial items <\$100,000 (informal)
 - Commercial items >\$100,000
 - Services, R&D, or complex equipment
 - Construction or demolition services
- Qualification vs. Evaluation Criteria
- Basis of Award
 - Price Comparison
 - Tradeoff

Basis of Award – Price Comparison

- Often referred to as “Low Price Technically Acceptable”
 - An award resulting from this solicitation will be made to the responsible Offeror submitting the lowest-priced offer that meets all specified requirements
 - May or may not have qualification criteria
- Proposals are, generally speaking, less complex

Basis of Award - Tradeoff

- Often referred to as “Best Value”
- ORNL establishes an RFP Evaluation Committee (TEAM) to evaluate proposals, ask for additional information, identify the proposal that represents the best value to the Company, & makes recommendation to a Source Selection Official
- May contain Qualification Criteria
- Example of Solicitation Language
 - (a) An award resulting from this solicitation will be made to the responsible Offeror that submits a proposal that is determined to provide the best value to the Company considering both technical merit and cost/price

Basis of Award – Tradeoff (continued)

- Example of Solicitation Language (continued)
 - (b) The technical evaluation process consists of the proposals being reviewed, evaluated and rated using a graded system that assesses the degree of compliance with the technical criteria requirements and the level-of-performance risk
 - (c) The technical criteria are listed below:
 - Examples include:
 - Technical approach and understanding
 - Company's "past performance"
 - Key personnel qualifications and experience
 - Quality
 - Schedule
 - The order of importance will be specified

Basis of Award – Tradeoff (continued)

- The proposals will be graded against each of the technical criteria, based on the following ratings:
 - **Blue** - Proposal exceeds the performance or capability requirements necessary for acceptable subcontract performance; provides little or no risk to the Company
 - **Green** - Proposal meets the performance or capability requirements necessary for acceptable subcontract performance; provides low to moderate risk to the Company
 - **Yellow** - Proposal marginally meets the performance or capability requirements necessary for acceptable subcontract performance; provides moderate to high risk to the Company
 - **Red** - Proposal fails to meet the performance or capability requirements necessary for acceptable subcontract performance; provides unacceptable risk to the Company

Basis of Award – Tradeoff (continued)

- In addition to the evaluation of technical criteria, cost/price will also be evaluated. In determining the best value, the total cost/price, including options and other cost factors, is considered to be:
 - More important than technical merit,
 - Less important than technical merit, or
 - Equal importance to technical merit
- A Tradeoff determination will be made between cost and non-cost factors permitting acceptance of other than the lowest price offer
- Oral presentations may substitute for a portion of a traditional written proposal

Preparation of Offers

- Read “Solicitation” very carefully – Ask Questions
- Technical Proposal
 - Provide plan of action and describe who will accomplish the work. Include technical qualifications and experience of key personnel
 - Submit a time-phased schedule of effort and expenditures, complete list of any travel and assumptions
 - Type and quantity of any other direct items required
 - List of exceptions to the Statement of Work
- Cost Proposal
 - Provide full cost breakdown (labor, materials, travel, and other direct costs; include supporting data)
- Other Information
 - Representation and Certification
 - Exhibit 2-representation of limited rights data and restricted computer software
 - If proposal > \$550K Small Business Subcontracting Plan

Technical & Business Management Proposals

- **Format for Technical Proposal**
 - Should mirror and address each evaluation criteria
 - Page length
 - Resumes
 - Number of copies and method of delivery
- **Format for Business Proposals**
 - Generally separately bound
 - Number of copies and method of delivery
 - Return of appropriate forms

Top Ten Reason Proposals Don't Win

- Didn't follow the proposal instructions
- Did not return the requested forms
- Did not address the "Evaluation Criteria" in the RFP
- Technical proposal just restates the SOW
- Did not adhere to page limit (too wordy)
- Did not state the assumptions or basis for the proposed cost
- Poor "Safety" record
- Lack of understanding regarding the work
- Lack of documented past performance
- Cost/Price

Questions?

