

National Aeronautics and  
Space Administration



# 2024 Small Business Fall Council

JSC - Office of Procurement

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# Source Selection Best Practices & Tips

## JSC Future Business Opportunities

# Source Selection Process



- The Federal Government has an obligation to conduct procurements in the most responsible and efficient manner. Our goal is to develop innovative and smart strategies for our acquisitions and attract new vendors.
- To achieve this goal, the Government utilizes the Source Selection Process, which is divided into four phases:
  - **Pre-solicitation Phase** – This phase prepares the Government for the solicitation phase by ensuring that the Government’s requirements are clear, the acquisition strategy is well-defined, and qualified vendors are identified.
  - **Solicitation Phase** – This phase involves developing and distributing the formal document outlining the requirements and evaluation criteria, inviting potential contractors to submit bids or proposals. The solicitation phase accomplishes the following:
    - ✓ Formalizes requirement – Communicates the requirement.
    - ✓ Provides a fair process – Creates a transparent process and all interested parties are given an opportunity to express their interest in bidding on a contract.
    - ✓ Ensures best value – Helps ensure that the Government receives the best value.
  - **Evaluation Phase** – This phase ensures that the selected contractor is capable of delivering the required goods or services at a fair price, minimizing risks to the Government.
    - ✓ Evaluations can help identify areas for improvement and highlight best practices.
  - **Award Phase** – Determines the contractor who will perform the work or deliver the goods.

## ➤ Pre-solicitation Phase:

- Market Research Techniques: Government issues Requests for Information and conducts Industry Days and One-on-One Meetings prior to finalizing its acquisition strategy.

### ✓ Benefits:

- ❑ Feedback from Industry improves the Government's acquisition planning and requirements definition;
- ❑ Helps the Government learn about market capabilities and ways that industry may fulfill Government's requirements in non-traditional ways; and
- ❑ Improves industry engagement and communication between the Government and Industry.

## ➤ Solicitation Phase:

- JSC's solicitations are organized using a standard format and standard cost/price templates.
- Issues Draft RFP – 90% complete

### ✓ Benefits:

- ❑ Less edits are required to the Final RFP enabling the Government to get the final RFP out faster with less reviews.
- ❑ Allows industry the opportunity to comment/ask questions on the Government's requirement.
  - ❖ Feedback from Industry improves the overall quality of the final solicitation and proposals.
- ❑ Gives Industry a head start on preparing their proposal.

## ➤ **Solicitation Phase:**

- Pre-proposal Conference – Occurs shortly after release of the Final RFP
  - ✓ **Benefits:**
    - ❑ Opportunity for industry to gain further insight and information on the Government's requirements.
- The Government utilizes the NASA's Enterprise File Sharing and Sync Box (EFSS Box), a FedRAMP Moderate certified platform as an efficient and effective means to receiving proposals.
  - **Proposal Submission Pre-Checks:**
    - ✓ The Government recommends that prior to the proposal submittal due date, Offerors check with their corporate information technology staff to determine if there are firewall restrictions that would need to be addressed prior to the submission of proposal files through NASA's EFSS Box.
    - ✓ The Government also recommends that Offerors submit test files per the EFSS Box instructions in order to verify successful submission prior to the proposal submission deadline.
- JSC's goal is to award all contracts on time.

# Tips – Request for Proposal (RFP)



- **Understand the Requirements:** The RFP is a crucial document that contains all the necessary technical requirements and is a guide to help offerors develop their proposal/offer.
  - Avoid skimming the RFP. Invest time and effort into thoroughly reading and understanding the RFP.
  - Provide the Government with any comments/inputs and ask questions on the Draft RFP. This input is highly valued by the Government and helps to provide the highest quality RFP release to industry.
  - Monitor the established Government websites (JSC external Procurement site, SAM.gov, & Bidder's Library) to keep up to date with the latest amendments to the solicitation.
  - Carefully review **All** sections of the RFP to determine if your company can meet the Government's terms and conditions.
    - ✓ Section C – Description/Specifications/Statement of Work – Focus on this section to understand the work expected and make sure your company have the qualifications and resources to perform the contract requirements.
    - ✓ Section L – Instructions, conditions, and notices to offerors - outlines specific instructions on constructing your proposal, including document formatting and organization (Management, Technical, and Pricing) requirements.
      - ❑ Failure to comply with the directions outlined in the RFP's Section L may result in your proposal being eliminated due to technicalities.
    - ✓ Section M – Evaluation Criteria: Know how your proposal will be evaluated. Pay close attention to the criteria stated in this section, as this will determine whether your proposal meets the Government's expectations. Section M also provides insight into how each section of your proposal will be scored and helps offerors understand the importance of each criterion.

## ➤ Create a compelling proposal:

- Attention to detail is key in ensuring that offerors submit a successful proposal. Every word and every requirement matters.
  - ✓ Ensure the proposal “Answer the mail.”
    - ❑ Do not paraphrase or repeat requirements. Always tailor your proposal to the specific requirements, instructions, and evaluation factors in the solicitation.
    - ❑ It’s important that all management and technical responses are clear, specific, concise, and easily understood.
- Make sure your proposal is organized and submitted in the format (proposal arrangement, font, size, etc.) as specified by the Government.
- Ensure compliance to page limitations as outlined in the Request For Proposal (RFP). The Government will not review/evaluate any pages in excess of established limitations.
- Ensure the proposal is error-free. Perform a quality review. As part of the Offeror’s Final Internal Review process, ensure that all proposal data/information is consistent across the volumes (e.g. Cost/Price Volume to Mission Suitability Volume; Cost/Price Volume to Model Contract).
  - ✓ Ensure that there is consistency between the Prime and Subcontractor’s proposals.
- Make sure all proposal deliverables conform to advances in law, regulation, and policy regarding the use of Artificial Intelligence (AI) and Machine Learning (ML).
  - ✓ Reference OMB Memorandum M-24-10, Advancing Governance, Innovation, and Risk Management for Agency Use of Artificial Intelligence, and OMB Memorandum M-24-18, Advancing the Responsible Acquisition of AI in Government.

## ➤ Cost/Price Proposal:

- Follow all Government provided RFP and or Pricing Template(s) instructions.
- If the Offeror's approach is a high incumbency capture rate, ensure proposed base labor rates reflect such (e.g., consideration of Government provided reference rates in the Bidder's Library).
- For labor estimates, use labor classification(s) used in the Offeror's normal course of business, not the provided Government labor classification. (exception: May use if they are common).
- Offerors are afforded the opportunity to modify the Government provided price template(s) to maintain consistency with their estimating/accounting/disclosed policy/practice(s). For any changes, Offerors are responsible for the mathematical accuracy and comprehensiveness of their proposal submittal to the Government.
- Offerors are to ensure consistency of information/data across the proposal volumes. For example, proposed hours in the cost/price volume are consistent with hours detailed in the Basis of Estimates (BOEs) provided in the Offeror's Mission Suitability volume.
- Make sure proposed pricing is consistent with Mission Suitability Approach. For example, the skill mix and skill levels of labor being priced are consistent with the Offeror's BOEs.
- For covered labor, ensure base labor rates meet the minimum as prescribed by the applicable Wage Determination(s) or Collective Bargaining Agreement.

# Future Business Opportunities



➤ **Our Goal for today:** Engage early with industry regarding future contracting opportunities by....

**1. Sharing** information with industry on several current JSC contracts that will be re-competed in the future.

- JSC Logistics Contract
- Calibration and Metrology Services (CAMS) IV Contract
- Integrated Graphics, Operations, Analysis Lab (IGOAL) IV Contract

**2. Communicating** notional schedules of acquisition milestone schedules.

**3. Providing** additional guidance on how to stay connected going forward.



## ➤ Johnson Space Center Logistics Contract

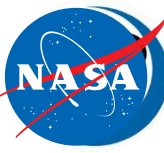
- **Contract Overview:** Logistics Operation services for the Johnson Space Center (JSC), Ellington Field (EF), and the Sonny Carter Training Facility (SCTF) in Houston, Texas, emphasizing efficiency, timeliness, accuracy, and safety.
- **Types of skills/services provided on the contract:**
  - ✓ Contract Management and Administration
  - ✓ Supply Management
  - ✓ Furniture Operations
  - ✓ Moving and Hauling Service
  - ✓ Bicycle Program and Maintenance Support
  - ✓ Equipment Management
  - ✓ Property Redistribution and Utilization
  - ✓ Packing and Shipping Services
  - ✓ Receiving and Inspection Services
  - ✓ Vehicle Fleet Management
  - ✓ Special Support Services



## ➤ JSC Logistics Contract Overview – cont'd

- Contract Number: 80JSC0198C0005
- Contract Type: Single-Award, Cost-Plus Award Term/Fixed Fee that includes core baseline work with Indefinite-Delivery Indefinite Quantity (IDIQ) Task Orders
- Contract Value: \$86,079,810
- Prime Contractor: Tech Trans International
- Type of Set Aside: Woman Owned SB
- Period of Performance: 3/1/2018 - 2/28/2026
- NAICS: 493110





## ➤ JSC Logistics Contract Overview – cont'd

- The Government intends to share information and solicit industry feedback throughout the reprocurement process.
- Below is a notional acquisition milestone schedule for planning purposes only.

<u>Milestone</u>	<u>Planned Date</u>
Request for Information/Sources Sought Synopsis	December 2024
Industry Day	January 2025
Release Draft RFP	April 2025
Release Final RFP	June 2025
Contract Award	January 2026

- **Points of contact for any questions related to this procurement:**
  - ✓ Office Manager: Kristi Fryer, [kristi.l.fryer@nasa.gov](mailto:kristi.l.fryer@nasa.gov)
  - ✓ Contracting Officer: Jon Prihoda, [jon.prihoda@nasa.gov](mailto:jon.prihoda@nasa.gov)



## ➤ Calibration and Metrology Services (CAMS) IV Contract

- **Contract Overview:** Supports operation of the Measurement Standards and Calibration Laboratory (MSCL) and calibration and metrology services for measuring and test equipment (MTE) primarily for JSC organizations. The MSCL also supports calibrations for other NASA centers and Federal Government Agencies. Most MTE are commercial off-the-shelf used to measure physical, mechanical, and electrical properties such as torque wrenches, pressure transducers, and voltmeters.
- **Types of skills/services provided on the contract:**
  - ✓ Contract Management
  - ✓ Logistics
  - ✓ Quality Assurance and Reliability
  - ✓ Calibration
  - ✓ Metrology
  - ✓ Software and Information Technology



## ➤ Calibration and Metrology Services (CAMS) IV Contract – Cont'd

- Contract Number: 80JSC021DA016
- Contract Type: Single-Award, Core Firm Fixed Price (FFP)/ Indefinite-Delivery Indefinite Quantity (IDIQ) FFP
- Contract Value: \$17,000,000
- Prime Contractor: Rohmann Services, Inc.
- Type of Set Aside: Small Business Set Aside
- Period of Performance: 9/1/21 - 8/31/26
- NAICS: 541380





## ➤ Calibration and Metrology Services (CAMS) IV Contract – Cont'd

- The Government intends to share information and solicit industry feedback throughout the reprocurement process.
- Below is a notional acquisition milestone schedule for planning purposes only.

<u>Milestone</u>	<u>Planned Date</u>
Request for Information/Sources Sought Synopsis	June 2025
Industry Day	July 2025
Release Draft RFP	October 2025
Release Final RFP	January 2026
Contract Award	June 2026

- **Points of contact for any questions related to this procurement:**
  - ✓ Office Manager: Charles Bell, [charles.c.bell@nasa.gov](mailto:charles.c.bell@nasa.gov)
  - ✓ Contracting Officer: Ryan Gregory, [ryan.k.gregory@nasa.gov](mailto:ryan.k.gregory@nasa.gov)



## ➤ **Integrated Graphics, Operations, Analysis Lab IV Contract – Cont'd**

- **Contract Overview:** Provide support to the Software, Robotics, and Simulation Division (SR&SD) of NASA, Lyndon B. Johnson Space Center (JSC). SR&SD provides software development and engineering in the areas of automation and intelligent systems, telerobotics and autonomous robotic systems for ground and space flight applications, and simulation and training. The SR&SD also provides support for the International Space Station (ISS) and advanced programs.
- **Types of skills/services provided on the contract:**
  - ✓ Software Deliveries
  - ✓ System Administration Support
  - ✓ Visual Documentation
  - ✓ Model Building
  - ✓ Demonstrations
  - ✓ Training
  - ✓ Documentation



## ➤ **Integrated Graphics, Operations, Analysis Lab IV Contract – Cont'd**

- Contract Number: 80JSC021D0010
- Contract Type: GSA schedule contract 100% IDIQ, with Firm Fixed Price (FFP) TO's
- Contract Value: \$7,000,000
- Prime Contractor: Cyfor Technologies LLC
- Type of Set Aside: SDVOSB
- Period of Performance: 4/1/21 - 3/31/26
- NAICS: 541511



# Future Business Opportunities Cont'd



## ➤ Integrated Graphics, Operations, Analysis Lab IV Contract – Cont'd

- The Government intends to share information and solicit industry feedback throughout the procurement process.
- Below is a notional acquisition milestone schedule for planning purposes only.

<u>Milestone</u>	<u>Planned Date</u>
Request for Information/Sources Sought Synopsis	June 2025
Industry Day	July 2025
Release Final RFP	November 2025
Contract Award	May 2026

- **Points of contact for any questions related to this procurement:**
  - ✓ Office Manager: Stephen Janney, [stephen.h.janney@nasa.gov](mailto:stephen.h.janney@nasa.gov)
  - ✓ Contracting Officer: Carlos Roman, [carlos.roman@nasa.gov](mailto:carlos.roman@nasa.gov)



# Current Business Opportunities



- Below is a list of the current significant JSC acquisitions.
  - Contract for Organizing Spaceflight Mission Operations and Systems (COSMOS)
  - Human Health and Performance Contract 2 (HHPC2)
  - Lunar Freezer System Contract (LFS)
  - Mission Technical Integration Contract (MTIC)
  - NASA Open Innovation Services 3 Contract (NOIS3)
  - Simulation and Advanced Software Services II Contract (SASS2)



# How to stay connected



➤ The information presented today is for planning purposes only. Any official updates will be shared with interested parties through the following links:

- NASA/JSC Contract Opportunities <https://sam.gov/>
- JSC Procurement Website <http://procurement.jsc.nasa.gov/>
- NASA Acquisition Forecast <https://www.hq.nasa.gov/office/procurement/forecast>





# Questions

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