



# FHWA Office of Safety Research and Development Technical Services Support

Solicitation Number: 693JJ321R000011

Proposal Due Date: 23 August 2021, 01:00 PM EDT

SAMPLE

Prime Contractor  
Logo

Subcontractor  
Logo (DELETE  
IF NOT  
NEEDED)

# Kickoff Agenda

- Opportunity Overview – (PrM NAME HERE)
- Introductions
- Opening Remarks – Warriors Cry! (Client Sponsor NAME HERE)
- Capture Intelligence (Client Sponsor NAME HERE)
- Proposal Plan – (PrM NAME HERE)
  - PWS Requirements
  - Evaluation Criteria
  - Proposal Schedule (PrC NAME HERE)
  - Writing Assignments (PrC NAME HERE)
  - Proposal Process with PropopsalHelper (PrM NAME HERE)

# Opportunity Overview



<b>Sol # and Title:</b>	<b>693JJ321R000011 – FHWA Office of Safety Research and Development Technical Services Support</b>
<b>Parent Agency:</b>	Department of Transportation
<b>End User:</b>	Federal Highway Administration
<b>Set Aside Category:</b>	N/A
<b>Contract Type:</b>	ID/IQ Contract With the Ability to Issue CPFF and/or FFP Task Orders Resulting From this Solicitation.
<b>Applicable NAICS/Size:</b>	541990 - All Other Professional, Scientific, and Technical Services
<b>Period of Performance:</b>	60 Months from the Date of Award
<b>Place(s) of Performance</b>	Washington , DC 20590 USA
<b>New/Recompete:</b>	Recompete
<b>Incumbent:</b>	Four Incumbent Contracts
<b>Opportunity Value (Est.) :</b>	Minimum of \$50,000. The Maximum Amount of All Task Orders Issued Ceiling of \$33,000,000.



# Background

- **FHWA Office of Safety Research & Development**
- Nearly 400,000 people have died as a result of traffic crashes in the United States during the last decade. Another 23 million people have been injured. The toll on society is more acute as many of the victims were young and healthy prior to their crash. A societal problem of this magnitude begs for scientific and systematic inquiry and indeed we have seen the study and practice of road safety steadily transition and advance from decision-making based on history and judgment and move towards decision-making based on research, evidence, and technology.
- FHWA's safety research also focuses on the causes of roadway fatalities and injuries by closely examining highway designs, road construction practices, and maintenance operations. One of FHWA's strategic safety goals is to improve safety data and expand capabilities for analysis and evaluation of such data.

# PWS Requirements

**The requirements of individual task orders will relate to the following Task Areas.**

- Task Area A: Technical Support on Human Factors;
- Task Area B: Technical Support on Vehicle and Equipment Factors;
- Task Area C: Technical Support on Physical Environment Factors;
- Task Area D: Technical Support on Demographic and Socioeconomic Factors;
- Task Area E: Applied Analytics for Integrated Safety & Operations; and
- Task Area F: Preparation and Delivery of Training and Knowledge Transfer.

# Opening Remarks

Prime Contractor  
Logo

Let's go WIN this contract together!

# Capture Intelligence

- What do we know about the current contract?
- What do we have that the client wants and doesn't already get?
- How are we going to win this bid? Overall Capture Strategy
- How do we plan to unseat the incumbent? Overall Proposal Strategy
- Price to Win – where do we need to be?

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# Team Capabilities

Subcontractor  
Logo (DELETE  
IF NOT  
NEEDED)

Subcontractor  
Logo (DELETE  
IF NOT  
NEEDED)

Subcontractor  
Logo (DELETE  
IF NOT  
NEEDED)

- Company Capabilities as they relate to the opportunity – key highlights (elevator pitch)
- Primary POCs
  - Project Sponsor (point of escalation)
  - Technical Experts
  - Contractual Matters
  - Pricing Matters
  - Reviewers (need at least 2 per review)

# Proposal Plan (PrM's Name)

Proposal Team is organized for *maximum efficiency*.



# Proposal Requirements

- Volume I – Technical Proposal – Volume Lead: Name
- Volume II – Business Cost/Price Proposal – Volume Lead: Name

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# Proposal Requirements

- **Volume I – Technical – Volume Lead: Name**
  - Part I – Technical/Management Approach (30 Pages Limit)
    - Understanding of the Requirements and Approach to Address the Tasks
      - Task Area A – Technical Support on Human Factors
      - Task Area B – Technical Support on Vehicle and Equipment Factors
      - Task Area C – Technical Support on Physical Environment Factors
      - Task Area D – Technical Support on Demographic and Socioeconomic Factors
      - Task Area E – Applied Analytics for Integrated Safety & Operations
      - Task Area F – Preparation and Delivery of Training and Knowledge Transfer
    - Management Plan
      - Organizational Structure, Capability, and Experience
      - Organizational Hierarchies, Roles, Responsibilities and Lines of Communication
  - Part II – Staffing Proposal/Resumes (50 Pages Limit)
    - Staffing Approach
      - Contingency Plan
    - Resume (2 Page Limit Per Resume)
      - Provide 16 Resumes Here.\*\*\*
  - Part III – Risk Mitigation Plan (5 Pages Limit)
    - Approach to Identify Contract Risks

# Proposal Requirements

- **Volume II – Business and Cost/Price Proposal – Volume Lead: Name**
  - Part I – Cost/Price Information
    - Use of the Form
      - Signature Authority
      - Acknowledgement of Amendments, If any
    - Assumptions or Conditions, If Any
    - Other Information or Supporting Rationale, As Needed
    - History for Indirect Rates
    - Current DCAA or Federal Cognizant Audit Agency
    - Pricing Data
      - Documents for the Proposed Labor Rates
      - Documents for Current Rate Paid
      - Documents for Any Proposed Escalation
      - Unburdened Rates with Supporting Documentation
  - Part II – Subcontracts / Consultants
    - Letters of Intent (**1 Page Limit each**)
      - Contingency Plan

# Proposal Requirements

- Part III – Other Financial/Organizational Information
  - Standard Form LLL
  - Terminated Contracts
  - Copy of Section K
  - Conflicts of Interest
  - Agreement to all Terms and Conditions or Exceptions, if any
- Part IV – Past Performance (10 Pages Limit, 2 Pages each)
  - \*\*\*Provide 5 Contract Title Here.\*\*\*
- Part V – Subcontracting Plan

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# Evaluation Criteria

## Volume I – Technical Proposal

Technical proposals will be evaluated and assessed based on the following criteria of equal importance:

- A. Technical Approach – FHWA will evaluate the Offeror's proposal to determine if it meets, exceeds or fails to demonstrate an understanding of the technical requirements and tasks in Section C – Description/Specifications. This will also be evaluated to determine if the Offeror's proposal demonstrates an approach to successfully implement, accomplish, and manage the technical requirements of Section C.
- B. Key Personnel – FHWA will evaluate the Offeror's ability to provide key personnel with resumes that demonstrate the following: background, education, leadership, training, suitability to the proposed position, applicability of related experience, and special or unique qualifications of the key personnel to implement the offeror's approach to meet requirements and tasks in Section C. FHWA will evaluate the Contractor's plan for key personnel replacement, the ability to provide cleared personnel in a timely manner, and the continuity of services during that process.

# Evaluation Criteria

- C. Staffing – FHWA will evaluate staffing to assess the plan’s potential efficacy to manage a team with sufficient experience and expertise to accomplish the tasks in Section C; to employ and maintain a technically trained and experienced workforce to satisfy the ID/IQ requirements; to provide cleared personnel in a timely manner; to propose successful process(es) for team assignments, team communication, monitoring of team performance and conflict resolution; and to propose a plan for ensuring the offeror continually improves operating efficiency through process improvement.
- D. Risk Mitigation Plan – FHWA will evaluate the adequacy of the approach to identify contract risks that could negatively impact mission and develop realistic work around or mitigation steps to eliminate or reduce risks to acceptable levels.

# Evaluation Criteria

## Volume II – Business Cost/Price Proposal

- The Government will perform a Cost and/or Price analysis. The Government will evaluate the Offeror's proposed prices and estimated costs to determine whether these reflect a clear understanding of the requirements and are consistent with the unique methods of performance and materials described in the Offeror's technical proposal.
- Price Analysis for FFP Rates:
- The Contracting Officer will review each Offeror's rates in Exhibit J.1 - Cost/Price Proposal Worksheet of the IDIQ contract using price analysis. The Contracting Officer will review whether these loaded labor rates are fair and reasonable. Adequate price competition will be a consideration in determining the rates are reasonable. To evaluate prices for award purposes, the Government will apply the Offeror's proposed fully burdened fixed-prices/rates to the Government's estimated quantities (including travel and other direct costs) of use over the life of the contract as estimated in the Independent Government Cost Estimate (IGCE).

# Evaluation Criteria

- Cost Realism Analysis for CPFF IDIQ Rates:
- Cost/Price analysis will be the methodology utilized for the evaluation of the ID/IQ rates. Cost realism analysis shall be performed to determine the probable cost of performance for each Offeror. Cost realism determines how well the proposed costs represent what the cost of the contract should be for the technical and management approach proposed, assuming reasonable economy and efficiency.
- The Government will evaluate the offeror's proposed staffing plan against its proposed technical capabilities to determine that the associated costs are realistic for the requirement. Any proposal lacking these attributes, regardless of its relative position with other proposals, will be considered lacking realism and may result in a higher evaluated cost. In performing the cost analysis, the Government may use:
  1. Supporting data provided with each offer.
  2. Past procurement history.
  3. DCAA/DCMA audit findings for direct and indirect rates.

# Proposal Schedule

- Proposal Kickoff: MM/DD/YYYY
- Writing days: MM/DD/YYYY to MM/DD/YYYY
- Review #1: MM/DD/YYYY to MM/DD/YYYY
- Review #2: MM/DD/YYYY to MM/DD/YYYY
- Desktop Publishing/Finalization: MM/DD/YYYY
- Final files sent to (Company Name): MM/DD/YYYY
- Proposal due to Govt.: 08/23/2021
- Question due: 07/27/2021 (**Due Date Passed**)

# Proposal Review Expectations

- **Review # 0: Annotated Outlines** to set proposal foundation – no content
  - Review Outlines – provide questions/changes (Pens Down: **date**)
  - Approve Outlines (**approver name at client**)
- **Review # 1 [Pink]: Bullet points** on what writer plans to write **in every section**. Little to no narrative at this point.
  - Reviewer expectation: Review bullet points – provide guidance on direction of writing, provide expertise, proof points for writer to consider (Pens Down: **date**)
- **Review # 2 [Red]: Full narrative in every section**. Few if any details missing.
  - Reviewer expectation: validate proposed plan – are we saying what we planned to propose? Did we answer all the ‘shall’ requirements (Pens Down: **date**)
- **Review # 3 [Gold] – limited distribution**: Ready for **final delivery**. Nothing pending.
  - Reviewer expectation: Final validation of proposal content and detailed compliance check. Client signoff on proposal completion

# Proposal Main Points of Contact

Name	Contact Info
Executive Sponsor	Name, Company, phone, email
Capture Manager	Name, Company, phone, email
Proposal Manager	Name, Company, phone, email
Proposal Coordinator	Name, Company, phone, email
Pricing Expert	Name, Company, phone, email
Contracts Manager	Name, Company, phone, email



# Next Steps

- What to expect after this kickoff meeting
  - Share-file Access
  - Receive Outlines for Review and Writing
  - Data Calls
  - Invitations to meet
  - Deadline Reminders

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