

**SECTION M. EVALUATION FACTORS FOR AWARD****M.1 Basis for Award**

The NRC intends to make an award to one responsive, responsible offeror whose proposal provides the best value to NRC, technical, price and other factors considered. The NRC may evaluate proposals and award a Task Order without conducting discussions with the Contractors (other than communication for purposes of minor clarification). Therefore, each Contractor's initial proposal should contain the best terms for both technical and cost. The oral and written technical proposals will be evaluated based on the factors outlined in this section.

First, oral presentations will be conducted on technical merits to determine a competitive range. Second, offerors in the competitive range will be invited to submit a price and written technical proposal. The NRC will base its award selection on the offeror whose proposal provides the best value, technical, price and other factors considered.

Technical, cost and other factors will be evaluated relative to each other, as described herein. The award selection will be made on a best value (technical-cost tradeoff) basis, where the technical factors will be significantly more important than cost.

The NRC will evaluate proposals received in response to this TOR in accordance with the Federal Acquisition Regulations and the NRC Acquisition Regulations. A technical evaluation panel will evaluate each technical proposal quantitatively based upon the technical evaluation factors and maximum points set forth below. A technical proposal can be categorized as unacceptable when it has many deficiencies or omissions or both which: 1) Demonstrate a failure to understand the scope of work necessary to perform the required tasks; 2) fail to provide a reasonable, logical approach to fulfilling the requirements outlined in this TOR; or 3) fail to meet the personnel requirements (for the Level of Effort section). A finding of unacceptable in one technical evaluation factor may result in the entire technical proposal being found to be unacceptable.

Contractors are forewarned that a proposal with the lowest estimated cost may not be selected if award to a higher priced proposal affords the NRC a greater overall benefit. Proposals will be rated and ranked on the evaluation factors set forth below. Estimated cost and price shall receive substantially less consideration than overall technical ability, however, estimated cost is an important factor.

The estimated price to the NRC increases in importance when competing proposals are closely equivalent in technical merit and may become the deciding factor.

**NOTE:** The Government will use personnel from SETA Corporation in an advisory capacity to support the Government's evaluation of proposals. These advisory personnel will have access to information contained in the Offeror's proposal and will be subject to the appropriate conflict of interest, standards of conduct, and confidentiality restrictions.

**M.2 Evaluation Factors for Award**

The evaluation factors for award are presented by major category, in relative order of importance. These criteria: (a) serve as the standard against which all proposals will be evaluated, and (b) serve to identify the significant matters which Contractors should address in their proposals.

**M.2.1 Technical Evaluation**

**M.2.1.1 Technical Evaluation of the Oral Presentations**

Each Contractor's technical solution will be evaluated against the following evaluation factors:

<b>EVALUATION FACTOR</b>	<b>WEIGHT</b>
<p>Technical Approach and Service Solution</p> <p>The NRC will assess: a) the Contractor's understanding of the requirements set forth in the TOR; b) the Contractor's approach to meeting these requirements; c) the processes and tools to be used to accomplish service delivery; d) the core service band solution; e) the product class solution; and e) Key Personnel Experience and Skills.</p>	30 points
<p>Partnering Approach</p> <p>The NRC will assess: a) the Contractor's overall approach and commitment to partnering with the NRC; b) the degree to which the Contractor can ensure that all aspects of the Seat Management Services will be provided across Contractor teammates; c) the commitment to gain and maintain customer satisfaction.</p>	30 points
<p>Service Assurance and Incentive/Disincentive Model</p> <p>The NRC will assess: a) the Contractor's methodology for demonstrating authenticated performance to the service level agreements; b) the practicality, effectiveness, and efficiency of the proposed Incentive/Disincentive model.</p>	30 points
<p>Small Business</p> <p>The NRC will assess the Contractor's proposed small, small disadvantaged, and women-owned small business subcontracting plan and approach to exceeding the NRC goals.</p>	10 points
<b>TOTAL</b>	<b>100 points</b>

**M.2.1.2 Technical Evaluation of the Written Proposal**

Each Contractor's technical solution will be evaluated against the following evaluation factors:

<b>EVALUATION FACTOR</b>	<b>WEIGHT</b>
<p>Service Solution and Delivery</p> <p>The NRC will assess: a) the Contractor's proposed SLAs, measurements and metrics for providing Seat Management services; b) the feasibility, suitability, and effectiveness of the proposed service solution; c) the extent to which the proposed service solution meets the specific NRC requirements; and d) the reasonableness, realism, and cost sensitivity of the offerors solution.</p>	40 points

<b>Seat Management Service Transition</b>  The NRC will assess: a) the Contractor's overall methodology for managing the interim support and service transition from the existing environment to Seat Management services; b) the Contractor ability to ensure continuity of operation; c) ability to maintain or improve customer satisfaction during transition; d) ability to coordinate and cooperate with affected parties; and e) Key Personnel (Resumes)	40 points
<b>Past Performance</b>  The NRC will assess: a) the Contractor performance on other Task Orders under the Master SMS Contract, and/or b) the Contractor performance on similar contracts/task orders of the same or similar size and scope of this TOR.	10 points
<b>Discovery Approach</b>  The NRC will assess the Contractor: a) approach, schedule, milestones to conducting Discovery; b) the NRC involvement in the process; c) proposed approach to utilizing as configured, modifying, or replacing current assets.	10 points
<b>TOTAL</b>	<b>100 points</b>

## M.2.2 Cost Evaluation

### M.2.2.1 NRC Assumptions

The contract life commences with the assumed date of contract award and ends 36 months later. The following assumptions are made for cost evaluation purposes only:

- Contract Award Date: August 30, 2001 (This is subject to adjustment)
- Last Day of Contract Life: August 29, 2004 (This is subject to adjustment)

A contract month is assumed to start on the first day of a calendar month. Start of services is assumed on the first day of a contract month and charges become effective on that date.

The proposed prices, terms, and conditions will be applied in accordance with the assumptions contained in the cost model.

The CLIN/SLIN price assessed for any contract month will be the highest price proposed in that contract year for that CLIN/SLIN.

Any Contractor-identified price for which the NRC is contractually obligated, but which is due to be paid after the termination of the contract, will be assumed to be payable in the last contract month.

### M.2.2.2 Price Assessment

Each Contractor's proposed solution and the options listed under Section L.5.6.1 will be assessed for price realism, price reasonableness, cost sensitivity, and total Life Cycle Cost.

**M.2.2.2.1 Schedule B Detail Pricing**

Schedule B detailed pricing (includes all unit pricing) will be assessed based on its affect on Schedule B total CLIN pricing. Contractors shall propose pricing for optional refreshment rates as defined in Section C of this TOR. The Schedule B pricing elements will be used to perform a sensitivity analysis of the baseline pricing proposed in Schedule A. Schedule B pricing will be evaluated on: (1) the simplicity with which data can be used to implement and monitor cost, (2) the degree to which proposed solution is covered, and (3) the impact on Schedule A pricing.

For the purposes of evaluation, the price for the desktop environment, as summarized below, will be considered.

## Desktop Environment

Desktops	4106
Portables	105
Network Printers	421
Servers	63
Communication Devices	

**M.2.2.2.2 Schedule C Pricing**

Schedule C will be assessed to determine how well the Contractor's expending of assets adheres to the Asset Management Model in the Master Contract.

**M.2.2.2.3 Total Task Order Price**

The NRC's Life Cycle Cost (LCC) for the total life cycle of the contract will be determined by using the prices, quantities, terms, and conditions of the CLINs/SLINs as offered in the Schedules.

The NRC will evaluate offers for Task Order award purposes by adding the total price for all options to the total price for the basic requirement. Evaluation of options will not obligate the NRC to exercise the option(s).

The NRC will reject as non-responsive any proposal that demonstrates materially unbalanced basic and option-year prices.

**M.3 Determination of the Competitive Range and Task Order Award**

The competitive range of Contractors with whom negotiation will be conducted (if necessary) will be determined by the Contracting Officer based on the application of the above technical and cost evaluation factors, and will be comprised of all Contractor proposals that are determined to have a reasonable chance of being selected for award.

In accordance with FAR 52.215-16, and as set forth in Section L of this solicitation, award will be made by the Contracting Officer to the responsible Contractor whose proposal, conforming to the TOR, is most advantageous to the NRC, and the above technical and cost factors being considered. The criteria set forth above will be used by the Contracting Officer as a guide in determining which proposals will be most

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advantageous to the NRC.

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