

ADDENDUM to FAR 52.212-1 INSTRUCTIONS TO OFFERORS—COMMERCIAL ITEMS

PROPOSAL SUBMISSION INSTRUCTIONS. (See solicitation provision FAR Clause 52.212-1)

E.4 52.212-1 INSTRUCTIONS TO OFFERORS—COMMERCIAL ITEMS (OCT 2015)

(a) *North American Industry Classification System (NAICS) code and small business size standard.* The NAICS code and small business size standard for this acquisition appear in Block 10 of the solicitation cover sheet (SF 1449). However, the small business size standard for a concern which submits an offer in its own name, but which proposes to furnish an item which it did not itself manufacture, is 500 employees.

(b) *Submission of offers.* Submit signed and dated offers to the office specified in this solicitation at or before the exact time specified in this solicitation. Offers may be submitted on the SF 1449, letterhead stationery, or as otherwise specified in the solicitation. As a minimum, offers must show—

(1) The solicitation number;

(2) The time specified in the solicitation for receipt of offers;

(3) The name, address, and telephone number of the offeror;

(4) Examples requested for evaluation of technical requirements in sufficient detail to evaluate compliance with the requirements in the solicitation, see Evaluation – Commercial Items. This may include product literature, or other documents, if necessary;

(5) Terms of any express warranty;

(6) Price and any discount terms;

(7) "Remit to" address, if different than mailing address;

(8) A completed copy of the representations and certifications at FAR 52.212-3 (see FAR 52.212-3(b) for those representations and certifications that the offeror shall complete electronically);

(9) Acknowledgment of Solicitation Amendments;

(10) Past performance information, when included as an evaluation factor, Complete the Past Performance Questionnaire, to include 3 years of recent and relevant contracts for the same or similar items and other references (including contract numbers, points of contact with telephone numbers and other relevant information); and complete the List of References.

(11) The offer shall submit, signed and dated on the first page, the SF 1449 and ALL Amendments shall be signed and dated, on the first page, of each Amendment SF 1449. Offers that fail to furnish required representations or information, or reject the terms and conditions of the solicitation may be excluded from consideration.

(c) *Period for acceptance of offers.* The Offeror agrees to hold the prices in its offer firm for 30 calendar days from the date specified for receipt of offers, unless another time period is specified in an addendum to the solicitation.

(d) *Product samples.* When required by the solicitation, product samples shall be submitted at or prior to the time specified for receipt of offers. Unless otherwise specified in this solicitation, these samples shall be submitted at no expense to the Government, and returned at the sender's request and expense, unless they are destroyed during pre-award testing.

(e) *Multiple offers.* Offerors are encouraged to submit multiple offers presenting alternative terms and conditions or commercial items for satisfying the requirements of this solicitation. Each offer submitted will be evaluated separately.

(f) Late submissions, modifications, revisions, and withdrawals of offers.

(1) Offerors are responsible for submitting offers, and any modifications, revisions, or withdrawals, so as to reach the Government office designated in the solicitation by the time specified in the solicitation. If no time is specified in the solicitation, the time for receipt is 4:30 p.m., local time, for the designated Government office on the date that offers or revisions are due.

(2)(i) Any offer, modification, revision, or withdrawal of an offer received at the Government office designated in the solicitation after the exact time specified for receipt of offers is "late" and will not be considered unless it is received before award is made, the Contracting Officer determines that accepting the late offer would not unduly delay the acquisition; and—

(A) If it was transmitted through an electronic commerce method authorized by the solicitation, it was received at the initial point of entry to the Government infrastructure not later than 5:00 p.m. one working day prior to the date specified for receipt of offers; or

(B) There is acceptable evidence to establish that it was received at the Government installation designated for receipt of offers and was under the Government's control prior to the time set for receipt of offers; or

(C) If this solicitation is a request for proposals, it was the only proposal received.

(2)(ii) However, a late modification of an otherwise successful offer, that makes its terms more favorable to the Government, will be considered at any time it is received and may be accepted.

(3) Acceptable evidence to establish the time of receipt at the Government installation includes the time/date stamp of that installation on the offer wrapper, other documentary evidence of receipt maintained by the installation, or oral testimony or statements of Government personnel.

(4) If an emergency or unanticipated event interrupts normal Government processes so that offers cannot be received at the Government office designated for receipt of offers by the exact time specified in the solicitation, and urgent Government requirements preclude amendment of the solicitation or other notice of an extension of the closing date, the time specified for receipt of offers will be deemed to be extended to the same time of day specified in the solicitation on the first work day on which normal Government processes resume.

(5) Offers may be withdrawn by written notice received at any time before the exact time set for receipt of offers. Oral offers in response to oral solicitations may be withdrawn orally. If the solicitation authorizes facsimile offers, offers may be withdrawn via facsimile received at any time before the exact time set for receipt of offers, subject to the conditions specified in the solicitation concerning facsimile offers. An offer may be withdrawn in person by an Offeror or its authorized representative if, before the exact time set for receipt of offers, the identity of the person requesting withdrawal is established and the person signs a receipt for the offer.

(g) *Contract award (not applicable to Invitation for Bids)*. The Government intends to evaluate offers and award a contract without discussions with Offerors. Therefore, the Offeror's initial offer should contain the Offeror's best terms from a price and technical standpoint. However, the Government reserves the right to conduct discussions if later determined by the Contracting Officer to be necessary. The Government may reject any or all offers if such action is in the public interest; accept other than the lowest offer; and waive informalities and minor irregularities in offers received.

(h) *Data Universal Numbering System (DUNS) Number*. (Applies to all offers exceeding \$3,500, and offers of \$3,500 or less if the solicitation requires the Contractor to be registered in the System for Award Management (SAM) database. The Offeror shall enter, in the block with its name and address on the cover page of its offer, the annotation "DUNS" or "DUNS +4" followed by the DUNS or DUNS +4 number that identifies the Offeror's name and address. The DUNS +4 is the DUNS number plus a 4-character suffix that may be assigned at the discretion of the offeror to establish additional SAM records for identifying alternative Electronic Funds Transfer (EFT) accounts (see FAR Subpart 32.11) for the same concern. If the offeror does not have a DUNS number, it should contact Dun and Bradstreet directly to obtain one. An offeror within the United States may contact Dun and Bradstreet by calling 1-866-705-5711 or via the internet at <http://www.fedgov.dnb.com/webform>. An offeror located outside the United States must contact the local Dun and Bradstreet office for a DUNS number. The Offeror should indicate that it is an offeror for a Government contract when contacting the local Dun and Bradstreet office.

(i) *System for Award Management*. Unless exempted by an addendum to this solicitation, by submission of an offer, the Offeror acknowledges the requirement that a prospective awardee shall be registered in the SAM database prior to award, during performance and through final payment of any contract resulting from this solicitation. If the Offeror does not become registered in the SAM database in the time prescribed by the Contracting Officer, the Contracting Officer will proceed to award to the next otherwise successful registered Offeror. Offerors may obtain information on registration and annual confirmation requirements via the SAM database accessed through <https://www.acquisition.gov>.

(j) *Debriefing*. If a post-award debriefing is given to requesting offerors, the Government shall disclose the following information, if applicable:

(1) The agency's evaluation of the significant weak or deficient factors in the debriefed offeror's offer.

(2) The overall evaluated cost or price and technical rating of the successful and the debriefed offeror and past performance information on the debriefed offeror.

(3) The overall ranking of all offerors, when any ranking was developed by the agency during source selection.

(4) A summary of the rationale for award;

(5) For acquisitions of commercial items, the make and model of the item to be delivered by the successful offeror.

(6) Reasonable responses to relevant questions posed by the debriefed offeror as to whether source-selection procedures set forth in the solicitation, applicable regulations, and other applicable authorities were followed by the agency.

ADDITIONAL INSTRUCTIONS

Offeror's proposal is to be submitted into **the Department of Veterans Affairs - Electronic Management System (eCMS) Vendor Portal website in order to be considered for award.** <https://www.vendorportal.ecms.va.gov>. **VENDOR GUIDE IS ATTACHED TO THIS RFP FOR YOUR INSTRUCTION.** See also Section B.1 of this solicitation for more guidance on submission into Vendor Portal.

1. Offeror's proposal shall consist of four separate volumes:

Volume I. General,
Volume II Technical Capability,
Volume III Past Performance, and
Volume IV Price.

Volume II: There shall be two copies of the Technical VOLUME as follows:

- a) First copy shall provide the Solicitation Number and Company Name/Logo
- b) Second copy shall be redacted of any identifying company name, logos, personnel staff names or other descriptive information that will identify the company proposal. It shall provide the Solicitation Number for identification.

2. Proposal Content

a) Volume I – General.

- i. Volume I shall contain a signed copy of all documents requiring signature of the Offeror. This would include **SF 1449 pages 1 and 2 Section 30a, b, and c** completed and to **include all Amendments with signatures**. In doing so, the Offeror accedes to the terms and conditions of the solicitation. The solicitation constitutes the contract. Failure to follow the below Contract Proposal Preparation Instructions may cause your proposal to be deemed unacceptable by the Government.

- ii. **Representations, Certifications, and Other Statements of Offerors.** The Offeror shall ensure that 52.212-3 is completed and submitted with all blocks in each certification/representation completed truthfully and submitted in this Volume after the signed documentation stated above in a).

b) Volume II – Technical.

This volume should be clearly marked “TECHNICAL CAPABILITY PROPOSAL, VA786-16-R-0152. **The Technical Volume shall have NO pricing information included and there should be two copies; 1) All company information in accordance with # 1, a above and 2) all company identifying verbiage, logos etc redacted in accordance with # 1, b above.**

- i. The Technical Volume shall be clear, concise, and include sufficient detail for effective evaluation and for substantiating the validity of stated claims. Legibility, clarity and coherence are very important. Your responses will be evaluated against the Technical Sub- factors defined in FAR Clause 52.212-2, Evaluation Factors for Award. The proposal should not simply rephrase or restate the Government's requirements, but rather shall provide convincing rationale to address how the Offeror intends to meet these requirements. Statements that the Offeror understands, can, or will comply with the Statement of Work (including referenced publications, technical data, etc.). Statements paraphrasing the Statement of Work or parts thereof (including applicable publications, technical data, etc.); and phrases such as “standard procedures will be employed” or “well known techniques will be used,” etc., will be considered unacceptable. Offerors shall assume that the Government has no prior knowledge of their facilities and experience, and will base its evaluation on the information presented in the Offeror's proposal. Elaborate brochures or documentation, binding, detailed art work, or other embellishments are unnecessary and are not desired.
- ii. The Technical Volume shall, at a minimum, be prepared in a form consistent with the Statement of Work and the Evaluation criteria for award set forth in FAR Clause 52.212-2 of this solicitation. The section shall be prepared in an orderly format and in sufficient detail to enable the Government to make a thorough evaluation of the Offeror’s technical competence and ability to comply with the contract task requirements specified in the Statement of Work. The Offeror shall address as specifically as possible the actual methodology it would use for accomplishing the Statement of Work tasks. The Technical volume shall be organized according to the following general outline:

Table of Contents

Factor 2: Technical

- Sub-factor 1- Experience with the development of large surveys (population not less than 50,000):
- Sub-factor 2- Experience with Administration and revising surveys:

- Sub-factor 3- Experience working with a third party designated for printing:

c) Volume III – Past Performance.

This volume should be clearly marked “PAST PERFORMANCE PROPOSAL, VA786-16-R-0152. This volume shall have NO pricing information included.

- i. Offerors shall complete the Past Performance Questionnaire and List of References, found below this section, and submit with Volume III.
- ii. Each document shall be completed in its entirety (ie., Names, titles, phone numbers, email address’, ALL contract information and dollar amounts).
- iii. If the Offeror has no relevant Past Performance, they will be rated as “Neutral.”

d) Volume IV – Price.

This volume should be clearly marked “PAST PERFORMANCE PROPOSAL, VA786-16-R-0152.

Submission of CLIN Pricing

CLIN Pricing Information - Submit Pricing Schedule: pricing for Volume IV, shall be in a Microsoft Excel, unprotected format, spread sheet as follows: Offeror(s) shall enter Unit Price and Total Amount for Section B.2 Price Schedule, of the Solicitation, for each CLIN. Offeror shall enter the total price for each year on the line under each year in the “Total” Column.

PAST PERFORMANCE QUESTIONNAIRE

INSTRUCTIONS: Offerors must identify previous federal, state, and local government and private contracts that they have completed and that are similar to the contract being evaluated. List at least three (3), but no more than five (5) contracts for evaluation limited to the last five (5) years. (One contract reference per form, Form may be duplicated)

NOTE: If you have performed any National Cemetery Administration contracts list them first.

Contractor (you) Information:

Name: _____

Address: _____

Telephone Number: _____

E-mail: _____

Contract Information:

Name of company/agency you provided service for: _____

Contract Number: _____

_____ Type of Contract: _____

Contract Dollar Value: _____

Date of Award: _____

Status: Completed, Yes ___ No ___ If not completed, projected completion date__

If not completed, why? _____

Were you the Prime? _____ were you the Sub? _____

Point of Contact Information for the company/agency you serviced:

Name of the Contract Person & their position: _____

Address: _____

Telephone Number: _____

E-mail: _____

Description of Supply/Service(s) provided, location & relevancy of work:

Complexity of Product/Service, if any:

Percentage of Work completed by your company/by subcontractor:

(End of Section)

LIST OF REFERENCES

EXPERIENCE – List below references for which you performed like or similar services.
(Performed services at like dollar values, degree of work, amount of area serviced, type of
grounds maintenance service).

Contract Title & Number: _____

Installation _____/Address: _____

Dollar Amount: \$ _____

Point of Contact: _____

POC Title: _____ Phone: _____

E-mail: _____

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Contract Title & Number: _____

Installation _____/Address: _____

Dollar Amount: \$ _____

Point of Contact: _____

POC Title: _____ Phone: _____

E-mail: _____

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Contract Title & Number: _____

Installation _____/Address: _____

Dollar Amount: \$ _____

Point of Contact: _____

POC Title: _____ Phone: _____

E-mail: _____

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Contract Title & Number: _____

Installation _____/Address: _____

Dollar Amount: \$ _____

Point of Contact: _____

POC Title: _____ Phone: _____

E-mail: _____

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List any company employees who had experience on above jobs planned to be involved on this contract and list the extent of their involvement.

Describe how and to what extent that your previous experience benefits the requirements of this contract. Be specific and address all the major work requirements of the contract.

(End of Provision)

(End of Addendum to 52.212-1)

E.5 52.212-2 EVALUATION—COMMERCIAL ITEMS (OCT 2014)

Addendum to FAR Clause 52.212-2

Evaluation Process:

SOURCE SELECTION USING BEST VALUE SOURCE SELECTION PROCEDURES FOR BEST VALUE TRADEOFF PROCESS. This is a competitive Request for Proposal (RFP) that represents the best value to the Government conducted under FAR Part 13.5 – Simplified Procedures for Certain Commercial Items.

Award will be made on the basis of proposals meeting or exceeding the evaluation standards for non-cost factors and price. Evaluation Factors other than cost or price, when combined, are significantly more important than price. See FAR Clause 52.212-1 Instruction to Offerors-Commercial Items; “Additional Information” for submitting the proposal.

(A) Proposals will be evaluated based on the following factors, listed as shown below in ascending order of importance:

Evaluation criteria consist of Factors and Sub-factors, the proposals will be evaluated under three evaluation factors: Price, Technical, and Past Performance.

FACTOR 1: Technical Capability

Sub-Factor 1: Experience with development of large surveys (population not less than 50,000)

Sub-Factor 2: Experience with administration and revising surveys

Sub-Factor 3: Experience working with a third party designated for printing

FACTOR 2: Past Performance

FACTOR 3: Price

Factor 1: Technical Capability:

Technical capability will be evaluated to determine the extent to which it demonstrates a clear understanding of all features involved in performance of the requirements identified in the

Statement of Work (SOW). The proposal should not simply restate the Government’s requirements, but it should describe, in detail, the Offeror’s experience necessary in order to meet the requirements. In particular, Offerors shall provide information for the following sub-factors, which are weighted equally:

Sub-Factor 1: Experience with development of large surveys (population not less than 50,000): Offeror shall provide proof of experience of three surveys, within the last

five years, in the development of a large customer satisfaction survey with similar size and scope of what is stated in the Statement of Work. (Population from which the survey sample is selected must be not less than 50,000.):

- Offeror shall show direct experience with development of surveys, or experience that can reasonably be expected to transfer to managing surveys which are administered nationally, with option for mail-in (paper) and on-line (internet) responses. Also, provide experience showing high-end scanning of surveys (or a reasonable alternative), and development of a data collection tool that will be used for the purpose of generating reports.
- Offeror shall present experience showing the use of multiple mail notifications and follow-ups to enhance the response rate, and how this mail stream (except the thank you note) was terminated once a response was received from an individual.
- Offeror shall present experience how they provided telephone help desk support throughout the data collection period (to include training of personnel)

Sub-Factor 2: Experience with Administration and revising surveys:

Offeror shall provide examples to show experience in administering and revising of no more than three surveys, within the last 5 years, which are part of a survey continuum:

- Offeror shall present experience showing revising surveys which are part of a survey continuum. Experience with assessing the validity of current questions; Constructing/revising existing surveys to allow trend analysis between past survey data and data collected in the process; ability to make recommendations for enhancements or updates of the current survey instruments to enhance the quality of data collected, and the value of information made available to the incumbent.
- Offeror shall present experience showing how they prepared survey documents in English, and translated them into documents in Spanish (in the idiom used by native speakers in Puerto Rico if possible) Web-based or translation software are not acceptable forms of translating from English to Spanish.

Sub-Factor 3: Experience working with a third party designated for printing:

Discuss coordination experience in preparing paper survey instruments using a 3rd party designated printer such as the Government Printing Office (GPO) designated printer or discuss experience with preparing technical printing requirements for a the 3rd party printing agency.

Factor 2: Past Performance:

This factor will indicate Performance History/Experience in relationship to successful performance, and ability to fulfill the requirements of the solicitation. The Government

may also obtain information from customers known to the Government, consumer protection organizations, and any other sources that may have useful and relevant information with regards to performance history/experience. If discussions are held, the Government will allow Offerors an opportunity to comment on any negative past performance information obtained by the Government. In the case of an Offeror without a record of relevant past performance or for whom information on past performance is not available, the Offeror may not be evaluated favorably or unfavorably on past performance.

Factor 3: Price:

The Government anticipates that adequate price competition will establish a fair and reasonable price. However, if the Government does not receive adequate price competition, it will evaluate price proposals to ensure price reasonableness of the services or products being provided to the Government, considering the specific terms and conditions and relevant commercial practices.

The Government will determine lowest price by adding the “Total Price” for each of the seven CLINs in the price schedule (see Section B.2 of solicitation) for the base year and each option year. The totals for each separate year will be added together to yield a total aggregate price for evaluation purposes.

(B) Options. The Government will evaluate offers for award purposes by adding the total price for all options to the total price for the basic requirement. The Government may determine that an offer is unacceptable if the option prices are significantly unbalanced. Evaluation of options shall not obligate the Government to exercise the option(s).

(C) A written and signed/dated, by both parties, contract of award to the successful Offeror shall result in a binding contract without further action by either party.

(End of Provision)