

**National Aeronautics and Space Administration  
Ames Research Center  
Moffett Field, CA 94035-1000**

**Selection of Contractor  
For  
Business Operations and Technical Services  
NNA08223261R**

**March 25, 2010**

On March 5, 2010, I, along with certain NASA Source Evaluation Committee (SEB) Ex-Officio members, met with SEB members appointed to evaluate the proposals for the procurement of Business Operations and Technical Services (BOATS) at NASA Ames Research Center (ARC). During this meeting, the SEB presented the findings from its Initial Evaluation Report and we discussed those findings to assure that I had a full understanding of its evaluation.

I assessed the SEB's findings and evaluation of proposals. This Source Selection Statement reflects my independent judgment and is based upon a comparative assessment of the relative strengths and weaknesses of the proposals, considering the evaluation criteria prescribed in the Request for Proposal (RFP). My selection decision is set forth below.

**Procurement Description**

The purpose of this BOATS contract is to provide professional and para-professional support at ARC. This procurement was conducted as a Small Business Set-Aside and will result in a single award Indefinite-Delivery Indefinite-Quantity (IDIQ) Firm Fixed Price (FFP) contract. The period of performance will consist of a two-year base period followed by three, one-year option periods.

**Evaluation Procedure**

Proposals were evaluated in accordance with the requirements of FAR Subpart 15.3, "Source Selection," as supplemented by NFS Subpart 1815.3, "Source Selection." Section M of the solicitation, at paragraph M.2 "Evaluation Approach", advised Offerors that the Government may award a contract based solely on the initial offers received, without discussion of such offers. Accordingly, each Offeror was to submit its initial proposal to the Government using the most favorable terms from a price and technical standpoint. However, the Government reserved the right to hold discussions if award on initial offers was determined not be in the Government's best interest.

The RFP identified three evaluation Factors: Mission Suitability, Past Performance, and Price. Of the three evaluation factors, Mission Suitability, Past Performance and Price are

essentially equal. Evaluation factors other than Price, when combined, are significantly more important than Price.

The Mission Suitability Factor consists of three Subfactors. The Subfactors are shown below with their respective point allocation, which signifies their weight.

MISSION SUITABILITY	
Subfactors	Assigned Weight
Management Approach Organizational Structure and Approach Staffing Total Compensation Phase-in Plan Organizational Conflicts of Interest Avoidance Plan	500
Technical Understanding General Photographic/Video/Multimedia Services	450
Safety and Health Plan	50
TOTAL	1000

The RFP stipulated that the overall Mission Suitability Factor will be numerically scored, and the Mission Suitability Subfactors will be rated by adjective and numerically scored. Potential Mission Suitability Subfactor adjectival ratings are: Excellent, Very Good, Good, Fair, and Poor.

With regard to the Past Performance Factor, the RFP provided for evaluation by the use of the Level of Confidence ratings of "Very High Level of Confidence," "High Level of Confidence," "Moderate Level of Confidence," "Low Level of Confidence," "Very Low Level of Confidence," and "Neutral," depending on the SEB's assessment of each proposal in this area. For each Offeror and its major subcontractors, the SEB evaluated overall Past Performance with respect to comparability in contract size, content, and complexity to the requirements of the instant acquisition. This Factor provides an opportunity to evaluate the quality of goods and services provided by the Offerors to the Government and other organizations as either a prime or subcontractor. The Past Performance evaluation was based on the information provided by the Offeror in its Past Performance Volume II, an assessment of customer questionnaires submitted on behalf of each Offeror and of its major subcontractors, and some independent investigation through the NASA Past Performance Data Base (PPDB), and the Past Performance Information Retrieval System (PPIRS) as allowed by the RFP.

For the Price Factor, the SEB performed a price analysis on the proposed prices to assess the reasonableness of the proposed prices.

## **Solicitation and Receipt of Proposals**

Prior to the issuance of the formal RFP, in an effort to better inform industry of NASA's requirements and improve communications, ARC issued Highlights Documents containing pertinent BOATS information and a draft RFP requesting industry comments and recommendations on all aspects of the Government's proposed approach to satisfy these requirements. Industry was encouraged to ask questions about the BOATS requirements and the procurement process. The comments and recommendations received in response to these communications with industry were carefully evaluated, answered, and incorporated, as appropriate, into the formal RFP. The formal RFP was issued electronically on the World Wide Web (WWW) on August 13, 2009. Six amendments thereafter were issued and placed on the WWW. Amendment One was posted August 14, 2009, Amendment Two was posted August 18, 2009, Amendment Three was posted August 21, 2009, Amendment Four was posted August 26, 2009, Amendment Five was posted on September 2, 2009, and Amendment Six was posted on September 11, 2009. Proposals were due September 15, 2009.

Five proposals were received in response to the RFP by the specified closing time and date. The Offerors' names and addresses (listed alphabetically) are as follows:

Corporate Allocation Services, Inc./L&M Technologies (C&L Services, LLC)  
1211 Pecos St. Suite 210  
Westminster, CO 80234

Deltha-Critique  
3520 General DeGaulle Dr. Suite 5060  
New Orleans, LA 70114

Maden Technologies  
2110 Washington Boulevard, Suite 200  
Arlington, VA 22204

Planners Collaborative, Inc  
122 South Street  
Boston, MA 02111

Powertek  
9420 Key West Avenue, Suite 210  
Rockville, MD 20850

Written proposals were received from each Offeror. Each written proposal consisted of three separate volumes, corresponding to the three respective evaluation Factors, in accordance with Section L of the Solicitation and FAR Parts 15.101 and 15.306. A copy of each proposal was issued to each of the five voting members of the SEB.

## **Evaluation Process**

After the receipt of proposals, the members individually reviewed each proposal and met to discuss individual findings. The SEB identified Mission Suitability findings for each proposal. In Mission Suitability, the identified strengths and weaknesses were categorized either as a "Significant Strength" or "Significant Weakness" or, if not significant, as a "Strength" or "Weakness." These findings were used to establish adjectival ratings and numerical scores for each Mission Suitability Subfactor, and, ultimately, numerical scores for the overall Mission Suitability Factor. No "Deficiencies" were identified in any of the Mission Suitability proposals.

The SEB also identified Past Performance findings. No adverse Past Performance information or weaknesses were identified for any of the Offerors in this Factor. Each identified Past Performance strength was categorized as either a "Significant Strength" or, if not significant, as a "Strength." During its evaluation, the SEB used these findings to establish Level of Confidence ratings for this Factor.

The SEB also conducted an analysis of each price proposal in accordance with FAR 15.404-1(b) and determined whether the price proposal was fair and reasonable on the basis of adequate price competition in accordance with FAR 15.403-3(b).

I reviewed the SEB's findings for Mission Suitability and the resultant adjectival ratings and numerical scores. I reviewed the findings and Level of Confidence ratings for Past Performance. I reviewed the SEB's price analysis and price reasonableness determination for Price. I fully considered all of this information prior to making my final selection decision.

## **EVALUATION FINDINGS OF THE SEB**

### **Mission Suitability Factor**

The following addresses the Mission Suitability findings for all Offerors, and comments specifically on the assigned Significant Strengths, Strengths, Significant Weaknesses and Weaknesses. There were no Deficiencies.

#### **Corporate Allocation Services, Inc. /L&M Technologies (C&L Services, LLC)**

The Mission Suitability proposal submitted by C&L received 455 points (out of a possible 1000) and the third highest score.

In the Management Approach Subfactor, C&L received an adjectival rating of Good with a numerical score of 300 (out of a possible 500). No Significant Strengths or Significant Weaknesses were identified. One (1) other Strength and one (1) other Weakness were identified. The Strength was assigned because the Offeror presented a thorough

identification of risk areas and recommended approaches to minimize the probability and impact of those risks, which would promote successful contract performance. The Weakness was assigned because the Offeror failed to provide a rationale for deviating from the Government's staffing requirements, which could increase the potential of negative impacts to the performance of the requirements.

In the Technical Understanding Subfactor, C&L received an adjectival rating of Poor with a numerical score of 122 (out of a possible 450). No Significant Strengths and one (1) Significant Weakness were identified. The Significant Weakness was assigned because the Offeror's proposal failed to demonstrate a technical understanding of how the SOW requirements would be accomplished, which significantly increases the risk that the Offeror would not be able to satisfy the BOATS requirements. One (1) other Strength and one (1) other Weakness were identified. The Strength was assigned because the Offeror presented a thorough identification of risk areas and recommended approaches to minimize the probability and impact of those risks, which would greatly enhance the ability to perform the requirements of the BOATS contract. The Weakness was assigned because the Offeror failed to demonstrate innovative approaches and expected advantages to the Government, which could negatively impact contract performance.

In the Safety and Health Plan Subfactor, C&L received an adjectival rating of Good with a numerical score of 33 (out of a possible 50). No Significant Strengths or Significant Weaknesses were identified. One (1) other Strength and no other Weaknesses were identified. The Strength was assigned because the Offeror presented a thorough safety and health plan that details effective processes for safety and health management and demonstrates an ongoing safety focus, which should ensure successful contract performance.

### **Deltha-Critique**

The Mission Suitability proposal submitted by Deltha-Critique received 936 points (out of a possible 1000) and the highest score.

In the Management Approach Subfactor, Deltha-Critique received an adjectival rating of Very Good with a numerical score of 475 (out of a possible 500). Three (3) Significant Strengths and no Significant Weaknesses were identified. The Significant Strengths were assigned because the Offeror: 1) proposed a highly qualified and experienced key management team with clear lines of authority that would be exceptionally effective in managing an administrative and technical contract of this size and complexity; 2) provided an effective Organizational Conflicts of Interest (OCI) plan establishing policies to secure and safeguard sensitive data, which would benefit the Government by protecting its proprietary and sensitive information; and 3) provided a thorough, comprehensive and efficient approach to phase-in to ensure continuity of operations, which would benefit the Government with uninterrupted contract performance. Two (2) other Strengths and no other Weaknesses were identified. The Strengths were assigned because the Offeror proposed: 1) a clear organizational structure, including rationale,

authority and responsibility of managers, contributing to a highly effective and efficient approach for managing a diverse contract, which would enhance the potential for successful contract performance; and 2) an Organizational Conflicts of Interest (OCI) Plan addressing the ability to safeguard sensitive data in conformance with contract requirements, which would benefit the Government by protecting its proprietary and sensitive information.

In the Technical Understanding Subfactor, Deltha-Critique received an adjectival rating of Excellent with a numerical score of 428 (out of a possible 450). One (1) Significant Strength and no Significant Weaknesses were identified. The Significant Strength was assigned because the Offeror presented an exceptionally thorough risk mitigation plan with approaches to minimize the probability and impact of those risks, which could significantly benefit the Government by minimizing risk occurrences and any potential negative impacts. Two (2) other Strengths and no other Weaknesses were identified. The Strengths were assigned because the Offeror: 1) demonstrated innovative and effective approaches that would enhance the quality and timeliness of meeting the technical requirements of the SOW, which would benefit the Government with successful contract performance; and 2) submitted high-quality photographic examples demonstrating a thorough understanding of, and an ability to perform, all of the Government's photographic services requirements, which would have a positive impact on successful contract performance.

In the Safety and Health Plan Subfactor, Deltha-Critique received an adjectival rating of Good with a numerical score of 33 (out of a possible 50). No Significant Strengths or Significant Weaknesses were identified. One (1) other Strength and no other Weaknesses were identified. The Strength was assigned because the Offeror proposed a detailed safety and health plan demonstrating a commitment to, authority and responsibility for, and processes for, safety and health management and maintaining safety focus, which could ensure successful contract performance.

### **Maden Technologies**

The Mission Suitability proposal submitted by Maden received 226 points (out of a possible 1000) and the lowest score.

In the Management Approach Subfactor, Maden received an adjectival rating of Poor with a numerical score of 100 (out of a possible 500). No Significant Strengths and two (2) Significant Weaknesses were identified. The first Significant Weakness was assigned because the Offeror failed to identify the roles and responsibilities of the proposed Functional Task Leaders (FTLs), Subject Matter Experts (SMEs) and its subcontractor in the proposed organizational structure; therefore, the SEB was unable to adequately assess the viability or quality of the Offeror's proposed organizational structure, significantly increasing the risk of unsuccessful contract performance. The second Significant Weakness was assigned because the Offeror failed to provide an approach and rationale for staffing (skill mix) necessary to perform the requirements in the SOW; the Offeror

failed to describe anticipated difficulties in fulfilling the staffing requirements and plans to overcome those difficulties, which could adversely impact the Offeror's ability to adequately perform the requirements of the BOATS contract. No other Strengths and five (5) other Weaknesses were identified. The Weaknesses were assigned because the Offeror: 1) failed to identify risk areas and recommended approaches to minimize the probability and impact of those risks as required in the solicitation, which could lead to unsuccessful contract performance; 2) did not provide the rationale for designating the Functional Task Lead (FTL) positions as key and failed to provide a position description, authority, responsibility for, and assignment of, the identified key positions, which could lead to a lack of management leadership, negatively affecting the performance of the contract requirements; 3) failed to provide letters of commitment for its proposed Program Manager and Deputy Program Manager, which could have a negative impact on the Offeror's ability to adequately perform the requirements of the BOATS contract; 4) did not address all of the total compensation plan requirements of FAR provision 52.222-46, which could have a negative impact on successful contract performance; and 5) did not address recommended approaches to minimizing the probability and impact of the identified phase-in risk in its phase-in plan, which could negatively affect performance during the phase-in period.

In the Technical Understanding Subfactor, Maden received an adjectival rating of Poor with a numerical score of 118 (out of a possible 450). No Significant Strengths and one (1) Significant Weakness were identified. The Significant Weakness was assigned because the Offeror's proposal failed to demonstrate a technical understanding of how the SOW requirements would be accomplished, which significantly increases the risk that the Offeror would not be able to satisfy the BOATS requirements. Two (2) other Strengths and no other Weaknesses were identified. The Strengths were assigned because the Offeror: 1) proposed an innovative approach in the task order process, which would provide an efficient and effective means of storing, retrieving and reporting relevant contract data; and 2) demonstrated, with its video/multimedia services samples, a high level of professional skills, both technical and creative, for communicating technology messages in HDTV format.

In the Safety and Health Plan Subfactor, Maden received an adjectival rating of Poor with a numerical score of 8 (out of a possible 50). No Significant Strengths and one (1) Significant Weakness were identified. The Significant Weakness was assigned because the Offeror's safety and health plan did not adequately address the elements of NPR 8715.3 and APR 1700.1, as required in the RFP, which could adversely impact successful contract performance. No other Strengths or other Weaknesses were identified.

### **Planners Collaborative, Inc.**

The Mission Suitability proposal submitted by Planners Collaborative received 310 points (out of a possible 1000) and the second lowest score.

In the Management Approach Subfactor, Planners Collaborative received an adjectival rating of Poor with a numerical score of 150 (out of a possible 500). No Significant Strengths and one (1) Significant Weakness were identified. The Significant Weakness was assigned because the Offeror's proposal contained staffing inconsistencies, and failed to address proposed changes from the Government's estimated labor categories, and failed to anticipate or plan for possible difficulties in fulfilling staffing requirements; which could have an adverse impact on successful contract performance. No other Strengths and one (1) other Weakness were identified. The Weakness was assigned because the Offeror's proposal did not present an adequate rationale for the identification of other key positions and the authority vested in them, which could negatively affect the performance of requirements.

In the Technical Understanding Subfactor, Planners Collaborative received an adjectival rating of Poor with a numerical score of 127 (out of a possible 450). No Significant Strengths and one (1) Significant Weakness were identified. The Significant Weakness was assigned because the Offeror did not thoroughly demonstrate a sound comprehension of the diverse areas of the statement of work, nor present an innovative, efficient and effective approach to accomplishing the requirements, which could adversely impact its ability to support the BOATS requirements. One (1) other Strength and one (1) other Weakness were identified. The Strength was assigned because the Offeror submitted high-quality photographic samples demonstrating a thorough understanding of, and an ability to perform, all of the Government's photographic services requirements, which would have a positive impact on successful contract performance. The Weakness was assigned because the Offeror failed to identify potential risks to the successful fulfillment of the requirements of the SOW and approaches to minimize the probability and impact of those risks, which could have a negative impact on the successful performance of the BOATS requirements.

In the Safety and Health Plan Subfactor, Planners Collaborative received an adjectival rating of Good with a numerical score of 33 (out of a possible 50). No Significant Strengths or Significant Weaknesses were identified. One (1) other Strength and no other Weaknesses were identified. The Strength was assigned because the Offeror presented a comprehensive safety and health plan that demonstrated a commitment to, authority and responsibility for, and processes for, safety and health management in maintaining an ongoing safety focus, which would ensure successful contract performance.

### **Powertek**

The Mission Suitability proposal submitted by Powertek received 513 points (out of a possible 1000) and the second highest score.

In the Management Approach Subfactor, Powertek received an adjectival rating of Good with a numerical score of 350 (out of a possible 500). No Significant Strengths or Significant Weaknesses were identified. Two (2) other Strengths and no other Weaknesses were identified. The Strengths were assigned because the Offeror: 1)

provided a clear organizational structure, including rationale, authority and responsibility of managers, contributing to an effective and efficient approach for managing such a diverse contract, which would enhance the potential for successful contract performance; and 2) proposed an innovative approach for managing contract administration, including contract modifications, task modifications and handling changing environments, which would greatly enhance the potential for successful contract performance.

In the Technical Understanding Subfactor, Powertek received an adjectival rating of Poor with a numerical score of 135 (out of a possible 450). No Significant Strengths and one (1) Significant Weakness were identified. The Significant Weakness was assigned because the Offeror failed to demonstrate a technical understanding of how the Statement of Work requirements would be accomplished, which would significantly increase the risk that the Offeror would not be able to satisfy the BOATS requirements. No other Strengths or other Weaknesses were identified.

In the Safety and Health Plan Subfactor, Powertek received an adjectival rating of Good with a numerical score of 28 (out of a possible 50). No Significant Strengths or Significant Weaknesses were identified. No other Strengths or other Weaknesses were identified.

### **Past Performance Factor**

The following addresses the Past Performance findings for each Offeror. No weaknesses were identified.

### **C&L**

The Past Performance evaluation of C&L resulted in a Moderate Level of Confidence. No Significant Strengths or Significant Weaknesses were identified. One (1) other Strength and no other Weaknesses were identified. The Strength was assigned because the Offeror demonstrated successful past performance in relevant areas of the BOATS requirement, and consistently received high ratings and recommendations from its customers, which increase the probability that the Offeror would be able to satisfy the Government's requirements.

### **Deltha-Critique**

The Past Performance evaluation of Deltha-Critique resulted in a Very High Level of Confidence. One (1) Significant Strength and no Significant Weaknesses were identified. The Significant Strength was assigned because the Offeror's proposed team demonstrated exceptional performance as the prime and subcontractor on three relevant contracts that are comparable in size, scope and complexity to the BOATS requirements, which greatly increases the probability that the Offeror would be able to satisfy the Government's requirements. No other Strengths or other Weaknesses were identified.

### **Maden Technologies**

The Past Performance evaluation of Maden resulted in a Moderate Level of Confidence. No Significant Strengths or Significant Weaknesses were identified. One (1) other Strength and no other Weaknesses were identified. The Strength was assigned because the Offeror's proposed team demonstrated successful technical past performance in relevant areas of the BOATS requirement, and consistently received high ratings and recommendations from its customers, which increases the probability that the Offeror would be able to satisfy the Government's requirements.

### **Planners Collaborative**

The Past Performance evaluation of Planners Collaborative resulted in a Moderate Level of Confidence. No Significant Strengths or Significant Weaknesses were identified. One (1) other Strength and no other Weaknesses were identified. The Strength was assigned because the Offeror has successful and relevant technical past performance in all areas of the BOATS requirements on one contract, and has consistently received high ratings and recommendations from its customers on that contract, which increases the probability that the Offeror would be able to satisfy the Government's requirements.

### **Powertek**

The Past Performance evaluation of Powertek resulted in a Moderate Level of Confidence. No Significant Strengths or Significant Weaknesses were identified. One (1) other Strength and no other Weaknesses were identified. The Strength was assigned because the Offeror's proposed team demonstrated successful past performance in relevant areas of the BOATS requirement, and consistently received high ratings and recommendations from its customers, which increases the probability that the Offeror would be able to satisfy the Government's requirements.

### **Price Factor**

The SEB evaluated each Offeror's Price proposal. This included verifying that each Offeror is in compliance with the RFP requirements; evaluating the reasonableness of the proposed rates for fringe benefits, overhead, and G&A; and ascertaining that proposed labor rates are reasonable for the labor market in which the contract will be performed. The price elements were analyzed, including subcontractors' costs, proposed labor rates and skill mix, indirect rates and profit. An analysis was completed for each of the Offerors to determine that the rates proposed were realistic for the work to be performed and consistent with the various elements of the Offeror's technical proposal.

**C&L** had the lowest total proposed price.

**Deltha-Critique** had the highest total proposed price.

**Maden Technologies** had the second highest total proposed price.

**Planners Collaborative** had the third highest total proposed price.

**Powertek** had the second lowest total proposed price.

## **SELECTION DECISION OF THE SOURCE SELECTION AUTHORITY FOR BUSINESS OPERATIONS AND TECHNICAL SERVICES (BOATS)**

### **Introduction:**

FAR Part 15.308 "Source Selection Decision" states: "The source selection authority's (SSA) decision shall be based on a comparative assessment of proposals against all source selection criteria in the solicitation. While the SSA may use reports and analyses prepared by others, the source selection decision shall represent the SSA's independent judgment. The source selection decision shall be documented, and the documentation shall include the rationale for any business judgments and tradeoffs made or relied on by the SSA, including benefits associated with additional costs. Although the rationale for the selection decision must be documented, that documentation need not quantify the tradeoffs that led to the decision."

My selection decision represents my independent judgment. I carefully reviewed all of the SEB's findings to ensure a full understanding thereof. I did not simply count and compare the numbers of strengths and weaknesses; rather, I considered the potential impact of significant strengths, strengths, significant weaknesses, and weaknesses, and their relevance to this proposed effort, against the selection criteria prescribed in the RFP.

### **Assessment of the SEB's Findings:**

I carefully studied all of the findings of the SEB. As the Source Selection Authority, I hereby concur with all of the findings of the SEB, and I adopt those findings without exception.

### **Selection:**

My selection is based on my analysis and tradeoffs between the three evaluation factors, as follows:

In my opinion, three discriminators here exist: a strong discriminator in favor of Deltha-Critique in Mission Suitability; a strong discriminator in favor of Deltha-Critique in Past Performance; and a discriminator against Deltha-Critique in Price.

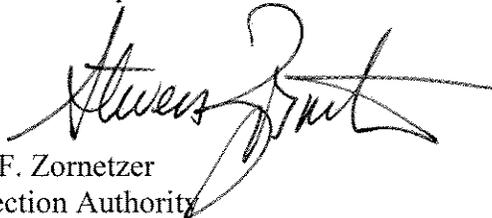
In Mission Suitability, there is a clear delineation in quality between the proposals of Deltha-Critique and the other four Offerors. This delineation is reflected in the numerical scores, with Deltha-Critique receiving a score of 936 and the other four Offerors receiving scores in the range of 226 to 513. More importantly, this delineation exists in the content of the findings for the Mission Suitability proposals, with the content of the Deltha-Critique Mission Suitability proposal being singularly outstanding in its quality. Deltha-Critique received four (4) Significant Strengths in Mission Suitability, five (5) other Strengths, and no Weaknesses and no Deficiencies. In contrast, none of the other four Offerors received even a single Significant Strength, and each had Weaknesses. In Technical Understanding, Deltha-Critique was Excellent, and received a Significant Strength for its exceptionally thorough risk mitigation plan, with approaches to minimizing the probability and impact of those risks. I find this Significant Strength to be compelling because, in my opinion, this demonstrated ability to manage risk will be critical to the successful performance of the BOATS contract, given its size, its diversity, and its complexity. In contrast, the other four Offerors each received a Significant Weakness in Technical Understanding: Planners Collaborative failed to demonstrate a sound comprehension of the diverse areas of the Statement of Work or to present an innovative, efficient and effective approach to accomplishing the requirements. C&L, Maden, and Powertek each failed to demonstrate a technical understanding of how the Statement of Work requirements would be accomplished. I find each of these four (4) Significant Weaknesses to be compelling because, in my opinion, a failure to understand or comprehend the BOATS requirements would threaten the quality of support that will be critical to contract performance. In Management Approach, Deltha-Critique was Very Good, and received three (3) Significant Strengths, one of which I find particularly compelling: Deltha-Critique proposed a highly qualified and experienced key management team with clear lines of authority; in my opinion, with a contract of the size, diversity, and complexity of BOATS, this is a critical and highly valuable attribute. The other four Offerors ranged from Poor to Good in Management Approach; none of them offered the quality proposed by Deltha-Critique in this Subfactor. For all of these reasons, the Mission Suitability proposal of Deltha-Critique is, in my opinion, singular and superb and more than a cut above the other four Mission Suitability proposals. This singular superiority of Deltha-Critique in Mission Suitability is a strong discriminator in its favor.

In Past Performance, there also is a clear delineation between Deltha-Critique and the other four Offerors. Each of the other four Offerors received a Moderate Level of Confidence rating. In contrast, Deltha-Critique received a Very High Level of Confidence rating. Each of the other four Offerors demonstrated effective past performance and each received a Strength. Deltha-Critique, however, demonstrated outstanding past performance on three (3) relevant multi-task contracts similar in size, scope, and complexity to the BOATS requirements and, for this, it properly received a Significant Strength. In my opinion, the superior depth and breadth of the relevant Past Performance of Deltha-Critique constitutes another strong discriminator in its favor.

In Price, I find a discriminator against Deltha-Critique. The proposed price for each Offeror was fair and reasonable, with adequate price competition. However, Deltha-Critique proposed the highest price; that price was either slightly or moderately higher than the prices proposed by the other four Offerors.

To reiterate, the RFP prescribed that the evaluation factors other than Price, when combined, are significantly more important than Price. Thus, pursuant to the RFP, the strong discriminators in favor of Deltha-Critique in both Mission Suitability and Past Performance must be given significantly more weight than the discriminator against Deltha-Critique in Price. This evaluation scheme prescribed in the RFP is consistent with my view of the actual trade-off here between the Price and the non-Price factors. Here, whereas the other four Offerors each received the same Level of Confidence rating of Moderate in Past Performance, there is a fairly broad divergence in the quality of their Mission Suitability proposals, leaving Powertek and C&L as the closest competition to Deltha-Critique. Powertek is stronger than C&L in Mission Suitability; C&L is lower in Price. The Price proposed by Powertek is moderately lower than the Price proposed by Deltha-Critique; the difference in Price between C&L and Deltha-Critique is somewhat more substantial. However, given the value offered by the Deltha-Critique proposal – with its singular array of Significant Strengths in Mission Suitability, substantiated by its singular Significant Strength in Past Performance – it is, in my opinion, well worth these differences in Price. Further, given the compelling Significant Weakness that Powertek and C&L each received in Technical Understanding, I could not, in any event, award the BOATS contract to either Powertek or C&L, without entering into discussions. Therefore, in my independent judgment, there is only one appropriate and supportable selection decision I can now make – pursuant to the evaluation criteria of the RFP, and in support of the need of ARC for BOATS – and that decision is clear:

I select Deltha-Critique for contract award.

A handwritten signature in black ink, appearing to read "Steven F. Zornetzer". The signature is fluid and cursive, with a large, sweeping flourish at the end.

Dr. Steven F. Zornetzer  
Source Selection Authority