

**National Aeronautics and Space Administration
Ames Research Center
Moffett Field, CA 94035-0001**

**Selection of Contractor for
Aviation Safety Reporting System (ASRS) and Related Systems
NNA10317708R**

November 30, 2010

As the Source Selection Authority (SSA), on November 30, 2010, I met with certain members of the NASA Source Evaluation Committee (SEC) appointed by me to evaluate the proposals for the Aviation Safety Reporting System (ASRS) and Related Systems procurement. During this meeting, the SEC presented the findings from its Evaluation Report, and we discussed those findings to ensure that I had a full understanding of the SEC's evaluation.

I assessed the SEC's findings and evaluation. This Source Selection Statement reflects my independent judgment and is based upon an assessment of the relative strengths and weaknesses, considering the evaluation criteria prescribed in the Request for Proposals (RFP). In accordance with NASA FAR Supplement (NFS) 1815.308, this Source Selection Statement fully documents all significant evaluation findings and it reflects the thought process behind my selection. My selection decision is set forth below.

Procurement Description

The purpose of this Aviation Safety Reporting System (ASRS) and Related Systems procurement is to provide the maintenance and operation of a voluntary, independent, confidential incident reporting program, and to conduct research and development using incident reports to support improvements in the performance and safety of the current and future domain systems. These safety reporting systems encompass aviation, railroad, and potentially other domains, such as medicine. In aviation, the mission of the ASRS since 1976 has been to acquire information concerning current and potential deficiencies and discrepancies in the operational performance of the National Airspace System and to maximize the effective use of that information to further aviation safety and system planning. The ASRS domain functions through an Interagency Agreement with the Department of Transportation's Federal Aviation Administration (FAA). A recent agreement between the Department of Transportation's Federal Railroad Administration (FRA) and NASA Ames Research Center (ARC) has added the Confidential Close Call Reporting System (C3RS) to the ASRS program. C3RS is expected to expand the

advantages of the existing ASRS confidential reporting system to the area of railroad safety.

This procurement was conducted as a full and open competition, and will result in a single award Cost Plus Fixed Fee (CPFF) contract. The period of performance is five years with a two-year base period (including phase-in) 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." The RFP identified three evaluation Factors: Mission Suitability, Past Performance, and Cost. The solicitation stated that of these evaluation factors, Mission Suitability is somewhat more important than Past Performance, and Past Performance is significantly more important than Cost. Evaluation factors other than Cost, when combined, are significantly more important than Cost.

As stated in the RFP, the Mission Suitability subfactors were rated by adjective and numerically scored, and the overall Mission Suitability Factor was numerically scored.

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

MISSION SUITABILITY	
SUBFACTORS	ASSIGNED WEIGHT
Technical Understanding	500
Management Approach	400
Safety and Health Plan	50
Small Business Utilization	50
TOTAL	1,000

The Mission Suitability subfactor adjectival ratings are: Excellent, Very Good, Good, Fair, and Poor.

With regard to the Past Performance Factor, the SEC assessed Past Performance and assigned a Level of Confidence in the Offeror's ability to perform the solicitation requirements. 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/Unknown Level of Confidence”. By reviewing information from a variety of sources for purposes of the Past Performance evaluation, including information provided by the Offeror in the proposal as well as customer questionnaires, the SEC evaluated the Offeror’s ability to fulfill the requirements of this contract. The SEC evaluated the currency and relevance of the Past Performance information, the source of the information, the context of the data, and general trends in performance of the Offeror and major subcontractors. This Factor provides an opportunity to evaluate the quality of goods and services provided by the Offeror to the Government and other organizations as either a prime or subcontractor. In addition, the SEC conducted an independent investigation which included a review of the Offeror’s past performance evaluations in the NASA Past Performance Data Base (PPDB), and other federal past performance databases, as allowed by the RFP.

For the Cost Factor, the SEC performed a cost realism analysis on the proposed cost, which resulted in an assessment of probable cost. The SEC assigned a level of confidence of High, Medium, or Low in the probable cost assessment for the proposal.

Solicitation and Receipt of Proposals

Prior to issuance of the formal RFP, in an effort to better inform industry of NASA’s requirements and to improve communications, the SEC distributed a Sources Sought Notice on the General Services Administration (GSA) website, and 6 companies submitted responses indicating interest. Later, a Request for Information (RFI) was posted for the requirement on the NASA Acquisition Internet Service (NAIS) website and FedBizOpps, and 8 companies responded to the RFI with capability statements. The synopsis and draft Statement of Work (SOW) were posted on May 11, 2010, and industry was invited to provide comments and recommendations on all aspects of the government’s proposed approach to satisfy these requirements. Thirty-seven questions about the SOW were received from industry, and the SEC’s answers were posted on NAIS. The comments received from industry were carefully evaluated and incorporated in the formal RFP as appropriate.

The formal RFP was issued electronically on July 14, 2010 to the NAIS and FedBizOpps websites as a full and open competition. One amendment was issued and posted on the internet for the benefit of all potential offerors. Proposals were due August 30, 2010.

A single proposal was received in response to this solicitation by the specified closing time and date. Because only one proposal was received, the Contracting Officer (CO)

was required by NASA FAR Supplement 1815.305-71 to determine whether the solicitation was flawed or unduly restrictive, and whether the single proposal was acceptable. Based on the CO's determination, made in consultation with the SEC, that the solicitation was neither flawed nor unduly restrictive and that the single proposal was an acceptable proposal, I directed the CO to proceed to fully evaluate the proposal. Per FAR 15.403-1(c)(1), cost or pricing data were not required from the Offeror due to the Government's determination that the Offeror had a reasonable belief that there would be competition.

Amendment Two to the RFP was issued to the single Offeror in the competitive range. It included a revision to one paragraph in the SOW to clarify the timeline for alert message processing. This amendment did not include any substantive changes to the RFP and would not have resulted in the submission of any other proposals.

The Offeror and its subcontractors' names and addresses (subcontractors listed alphabetically) are as follows:

Offeror:

Booz Allen Hamilton Inc.
8283 Greensboro Drive
McLean, VA 22102-3838

Subcontractors:

Craig Technologies
488 North Main Street
Canton, IL 61520-1828

Futron Corporation
7315 Wisconsin Avenue, Suite 900W
Bethesda, MD 20814-3213

Metis Technology Solutions, Inc.
2672 Bayshore Parkway, Suite 808
Mountain View, CA 94043-1023

Evaluation Process

All SEC members individually reviewed each volume of the one proposal and met to discuss individual findings. The SEC identified any strengths, weaknesses, and deficiencies for each Mission Suitability subfactor. The identified strengths and weaknesses were categorized as either a “Significant Strength” or “Significant Weakness” or, if not significant, as a “Strength” or “Weakness.” No Significant Weaknesses, Weaknesses, or Deficiencies were identified in the Mission Suitability Factor. These findings were developed by the SEC using input received from the Price/Cost Analyst and other ex-officios. The findings were used to establish adjectival ratings and numerical scores for each Mission Suitability subfactor and the overall Mission Suitability numerical score.

The SEC assigned a Level of Confidence for the Past Performance Factor in accordance with NFS 1815.305(a)(2)(A). This was based on a variety of information, including, but not limited to, the proposal, completed questionnaires by past and current customers, and other data gathered in accordance with the solicitation. In Past Performance, the identified strengths and weaknesses were categorized either as a “Significant Strength” or “Significant Weakness” or, if not significant, as a “Strength” or “Weakness.” No Significant Weakness or Weakness in Past Performance was found.

The SEC also performed a cost realism analysis on the proposed cost, which resulted in an assessment of probable cost. The SEC assigned a level of confidence of High, Medium, or Low in the probable cost assessment for the proposal.

Determination of Competitive Range

Once the initial findings were identified, the SEC members all agreed that discussions with the Offeror were both necessary and in the Government’s best interests. Therefore, a competitive range of one was determined, and written and oral discussions were held, a Final Proposal Revision (FPR) was requested, and the FPR was received by the specified closing time and date.

The SEC evaluated the FPR submitted by the Offeror. The SEC presented its Final Evaluation Findings report to me on November 30, 2010. I reviewed the SEC’s findings and the resultant adjectival ratings and numerical scores for Mission Suitability. I reviewed the adjectival ratings for Past Performance. I reviewed the Cost Factor, including proposed costs, probable costs, the cost realism assessments, and confidence levels. I fully considered all of this information prior to making my final selection decision.

EVALUATION FINDINGS OF THE SEC

Mission Suitability Factor

Booz Allen Hamilton

Booz Allen Hamilton's proposal received an overall Mission Suitability rating of Very Good, with a score of 892 out of a total 1,000 points.

In the Technical Understanding subfactor, Booz Allen Hamilton received a Very Good rating. Two Significant Strengths, two other Strengths, no Significant Weaknesses and no other Weaknesses were identified. The Significant Strengths are as follows:

1. The Offeror clearly demonstrates a complete, balanced and consistent approach that mitigates risks and provides short-term and long-term benefits for each of the technical areas of the SOW.
2. The Offeror maintains expert technical personnel who will facilitate adaptation of new processes that complement existing systems, and will accommodate the anticipated future increases in report submittals.

In the Management Approach subfactor, Booz Allen Hamilton received a Very Good rating. Two Significant Strengths, three other Strengths, no Significant Weaknesses, and no other Weaknesses were identified. The Significant Strengths are as follows:

1. The Offeror's efficient and well-designed organizational structure is very conducive to effective management of ASRS requirements.
2. The Offeror describes its approach for efficiently managing data through an internal IT infrastructure that maximizes the common components across the different projects within the ASRS Program.

In the Safety and Health Plan subfactor, Booz Allen Hamilton received a Very Good rating. No Significant Strengths, one other Strength, no Significant Weaknesses and no other Weaknesses were identified. The Strength was assigned because the Offeror's Safety and Health Plan is a detailed and comprehensive approach to safety and health, with well-defined internal structure and processes that will have a positive impact on the contractor's performance.

In the Small Business Utilization subfactor, Booz Allen Hamilton received an Excellent rating. Two Significant Strengths, no other Strengths, no Significant Weaknesses and no other Weaknesses were identified. The two Significant Strengths are as follows:

1. The Offeror's Small Business Subcontracting Plan is comprehensive with strong administrative and procedural processes.
2. The proposal describes a committed small business program that exceeds expectation with enforceable bilateral teaming agreements, and describes extensive Small Disadvantaged Business (SDB) participation.

Past Performance Factor

The SEC rated Booz Allen Hamilton's Past Performance as Very Good. No Significant Strengths, two other Strengths, no Significant Weaknesses, and no other Weaknesses were assigned. The other Strengths were primarily based on their Very Good to Excellent ratings on past performance questionnaires submitted by other customers, including a rating of Excellent in an evaluation of Booz Allen Hamilton's performance for the past six years on the current ASRS contract, NNA05AC33C. They also received very high ratings in a random sampling of past performance federal government databases.

Cost Factor

The SEC evaluated the Offeror's Cost proposal in consultation with the Cost/Price Analyst. This evaluation included: 1) verifying that the Offeror is in compliance with the solicitation requirements, and 2) evaluating the reasonableness of the proposed rates for fringe benefits, overhead, G&A, and labor. The cost elements were analyzed, including subcontractors' costs, proposed labor rates and skill mix, indirect rates and fee. All issues relating to cost in the Offeror's original proposal were resolved through discussions. The proposed cost and the probable cost are the same. No probable cost adjustments were made, and the probable cost received a high confidence rating. The confidence level indicates the Government's confidence that the Offeror's probable cost is realistic for the work to be performed, and that the cost is consistent with the various elements of the Offeror's technical proposal.

SELECTION DECISION

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 rationale for any business judgments and trade-offs 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 trade-offs that led to the decision."

I made my selection decision based on a comparative assessment of the proposal against all source selection criteria in the solicitation. My selection decision represents my independent judgment. I carefully reviewed all of the SEC's findings to ensure a full understanding of them. I did not simply count and compare the number of findings; rather, I considered the potential impact of each finding, and its relevance to this proposed effort.

For the Mission Suitability Factor, I reviewed the SEC's findings, adjectival ratings, and the numerical scores. For the Past Performance Factor, I reviewed the findings and level of confidence rating. For the Cost Factor, I reviewed the Cost evaluation results, including the proposed costs, the cost realism assessment, and the confidence level in the probable cost assessment. I fully considered all of this information prior to making my final selection decision.

I concur with all of the SEC's findings. As the Source Selection Authority, I hereby adopt the findings of the SEC without exception.

For the Mission Suitability Factor, I concur with the score of 892 (of 1000) as well as all strengths assigned to Booz Allen Hamilton. Booz Allen Hamilton's proposal for the Mission Suitability Factor had no Weaknesses, no Deficiencies, and twelve Strengths, six of which are Significant. Further, in my independent judgment, the following attributes of the Booz Allen Hamilton proposal for the Mission Suitability Factor are particularly impressive and important to the ASRS requirements:

- Booz Allen Hamilton's technical approach will mitigate risks and provide short-term and long-term benefits for each of the technical areas of the SOW.

- Booz Allen Hamilton's efficient organizational structure will be conducive for effective management of the ASRS, including management of increasing amounts of incoming data, while at the same time safeguarding the integrity and the level of industry confidence in the ASRS and Related Systems.
- The Booz Allen Hamilton's exceptional past performance on ASRS and other technically relevant federal contracts helps provide a solid demonstration of their competence that will ensure successful contract performance.

In summary, I find the potential value to the Government of these attributes, and the overall quality of Booz Allen Hamilton's Mission Suitability proposal to be highly compelling.

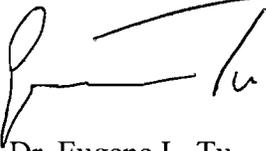
I also am impressed with Booz Allen Hamilton's Past Performance, and I share the SEC's High Level of Confidence in Booz Allen Hamilton's ability to meet the requirements of the resultant contract based on Booz Allen Hamilton's impressive and relevant experience on previous efforts.

Finally, I share the SEC's High confidence level in Booz Allen Hamilton's probable costs, which I deem to be both reasonable and realistic.

Selection

Booz Allen Hamilton's Mission Suitability proposal is outstanding, and has no Weaknesses; its Significant Strengths, as outlined above, will ensure excellent contract performance and customer satisfaction. I have a High Level of Confidence in Booz Allen Hamilton's ability to provide excellent contract performance, as reflected by its impressive Past Performance on work similar to the work requirements of this contract. Finally, I deem Booz Allen Hamilton's proposed and probable costs to be both reasonable and realistic. Booz Allen Hamilton, in short, demonstrates a clear understanding of the requirements of this effort, and will provide outstanding value to the Government.

I select Booz Allen Hamilton Inc. for contract award.



Dr. Eugene L. Tu
Source Selection Authority