



OCEAN COLOR IV

PRE-SOLICITATION CONFERENCE

November 10, 2011

NASA/GODDARD SPACE FLIGHT CENTER



Disclaimer

In the event of any inconsistency between data provided in these charts and the final RFP, the language in the final RFP, including any amendments, will govern. Nothing stated during the conference is binding.



Agenda

<u>Time</u>	<u>Topic</u>
9:30	Welcome, Review Agenda, and Introductions
9:35	Procurement Overview
9:50	Ocean Color IV Technical Overview
10:15	Questions Submitted
10:20	Break while Government Answers Questions
10:50	Re-Convene to Discuss Questions and Answers
11:30	Closing Comments



Key Team Members

Source Selection Authority (SSA):

Dot Zukor, Code 600

Source Evaluation Board (SEB) Chair:

Bryan Franz, Code 614.2

Voting Members:

Lisa Mullen, Code 210.6

Norman Kuring, Code 610.2

Gerhard Meister, Code 614.2

Antonio Mannino, Code 614.2

Bryan Monosmith, Code 533.0



Key Team Members

Contracting Officer:

Steven T. Kramer, Code 210.Y

Contracting Officer Technical Representative
(COTR):

Bryan Franz, Code 614.2



Procurement Overview

Activities To Date

- Release of Sources Sought April 28, 2011
- Release of Draft Statement of Work August 3, 2011
- Ocean Color IV Synopsis posted September 29, 2011
- Ocean Color IV Draft RFP posted November 4, 2011
- Pre-solicitation Conference on November 10, 2011



Procurement Overview

Web Sites

- All Ocean Color IV documents can be found through the NASA Acquisition Internet Services (NAIS) webpage:

<http://procurement.nasa.gov/cgi-bin/EPS/bizops.cgi?gr=D&pin=51>

- Ocean Color IV Bidder's Library location:

<http://oceancolor.gsfc.nasa.gov/procurement/>

- Ocean Color Bidder's Library will include:
 - Ocean Color III Contract, Contract Mods and Task Orders
 - Pre-Solicitation Conference Power Point Presentation
 - Pre-Solicitation Conference Questions/Answers
- Check Web sites periodically for updates



Procurement Overview

Procurement Background Information

The following applies to Ocean Color IV:

- Follow-on
 - Ocean Color III, End Date of 10/23/2012
- Full and Open Competition
 - NAICS code: 541712; Size Standard 1000
- 45 calendar day phase-in period (separate contract vehicle)



• Procurement Overview

Procurement Background Information (cont)

- Contract Type
 - Cost Plus Fixed Fee
 - Indefinite-Delivery, Indefinite-Quantity (IDIQ) contract
 - Task Ordering Procedures (refer to clauses B.8, H.6, and the Rate Matrix in Attachment B)
- Contract Clauses of Note
 - Five year period for issuing tasks (effective ordering period)
 - \$43M Maximum Ordering Value
 - Rate Matrix (Attachment B) is used as a not-to-exceed for bidding purposes on task orders.



Procurement Overview

Procurement Background Information (cont)

Notice of Potential Organizational Conflicts of Interest

The Contracting Officer has determined that this acquisition may give rise to an organizational conflict of interest (OCI)

- The potential OCI is that an Offeror may have other contracts with NASA wherein they have influence on the evaluation and selection process for NASA NRA awards, and thus there exists the potential to bias the competitive selection process. Such an OCI may result in the immediate rejection of Ocean Ecology Branch(OEB) proposals, thus restricting the ability of the OEB to maintain critical funding sources. There is a presumption that Offerors having such an OCI will be ineligible for award of the OCIV contract, though the Government recognizes that an acceptable OCI mitigation plan may be presented that overcomes this presumption.



Procurement Overview

Evaluation

- Conducted in accordance with FAR 15.3/NFS 1815.3 Source Selection Procedures
- Evaluation Factors
 - Mission Suitability (point scored)
 - Cost (Representative Task Orders)
 - Past Performance (adjectival rating)
- Award on initial offers is anticipated, but the Government reserves the right to hold discussions with offerors



Procurement Overview

Mission Suitability Subfactors

SUBFACTORS

SUBFACTOR A: UNDERSTANDING AND APPROACH TO SOW	400
SUBFACTOR B: UNDERSTANDING AND APPROACH TO RTOs	200
SUBFACTOR C: MANAGEMENT APPROACH	300
SUBFACTOR D: SMALL BUSINESS UTILIZATION	<u>100</u>
TOTAL POINTS	1000



Procurement Overview

Cost Factor

- The proposed costs of the Representative Task Orders (RTOs) and the rates proposed in Attachment B, will be assessed to determine reasonableness and cost realism
- The proposed and probable cost will reflect the Offeror's proposed fee amount.
- Any proposed fee is not adjusted in the probable cost assessment
- The total Firm Fixed Price Phase-In price and the proposed and probable RTO costs will be presented to the Source Selection Authority
- Cost Realism analysis will be performed on the RTOs



Procurement Overview

Past Performance

Past Performance Criteria

- Technical
- Schedule
- Cost
- Management
- Occupational Health
- Security
- Mission Success
- Subcontracting Plans

Past Performance Ratings

- **Very High Level of Confidence**
- **High Level of Confidence**
- **Moderate Level of Confidence**
- **Low Level of Confidence**
- **Very Low Level of Confidence**
- **Neutral**



Procurement Overview

Past Performance

- Relevancy : Based on Maximum Ordering Value of \$43M
- $\$43\text{M}/5 \text{ Years} = \$8,600,000 \times 25\%$ (NASA Threshold) = \$2.15M threshold and minimal relevancy for Prime Contractor Past Performance
- Past Performance shall be submitted for Significant Subcontractors only. For Past Performance for this procurement, A Significant Subcontractor is defined as a proposed subcontractor that is estimated to meet or exceed an annual average cost/fee of \$860K.
- $\$43\text{M}/5 \text{ Years} = \$8,600,000 \times 10\% = \$860,000$ threshold
- Past Performance shall be submitted for any significant subcontractor for those similar efforts within the last 3 years of the RFP release date with a minimum average annual cost/fee incurred at/above 25% of the estimated average annual dollar value of the proposed significant subcontract.



Procurement Overview Past Performance

Examples

- The Prime Contractor bids a Significant Subcontractor with total cost/fee of \$860,000. $\$860,000 \times 25\% = \$215,000$. \$215,000 is the minimal relevancy regarding any past performance information that should be submitted for the Significant Subcontractor.
- The Prime Contractor bids a Significant Subcontractor with total cost/fee of \$1.5M. $\$1.5M \times 25\% = \$375,000$. Do not submit past performance information for this significant subcontract under \$375,000.



Procurement Overview

Past Performance

- Past Performance will be assessed from:
 - Relevant Contracts
 - Significant Subcontracts
 - Questionnaires
 - Other Past Performance Data
 - E.G. Safety Violations, Security Breaches, Interviews, etc.



Procurement Overview

Relative Importance of Evaluation Factors

- The Cost Factor is significantly less important than the combined importance of the Mission Suitability Factor and the Past Performance Factor.
 - Mission Suitability + Past Performance > Cost/Price
- As individual factors, the Cost Factor and the Mission Suitability Factor are approximately equal and the Past Performance Factor is less important.
 - Mission Suitability = Cost/Price > Past Performance



Procurement Overview

Schedule

- Draft RFP Release: November 4, 2011
- Final RFP Release: January 17, 2012
- Proposals Received: February 16, 2012
- Selection: August 23, 2012
- Phase in: September 10, 2012
- Effective Date of Award: October 24, 2012*

* Assumes award on initial proposals without discussions



Procurement Overview

Miscellaneous

- Check Web sites periodically for pertinent information
- All questions regarding the DRFP should be directed, in writing, to the Contract Specialist:
Lisa Mullen



Technical Background & Requirements



Purpose

Consolidated support services for the
Ocean Ecology Laboratory (616)

Formerly the Ocean Ecology Branch (614.2)



Civil Servant Staff in 616

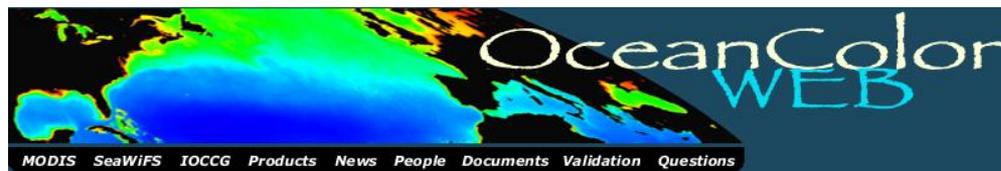
- Charles McClain, Lab Chief
- Bryan Franz
- Stan Hooker
- Antonio Mannino
- Gerhard Meister

Matrixed from 610.2

- Gene Feldman
- Norman Kuring

Ocean Biology Processing Group

Multi-mission Ocean Color
SST for MODIS
NPP/VIIRS Ocean PEATE
Aquarius SSS Processing & Ops



oceancolor.gsfc.nasa.gov

Focus on Ocean Color

- Sensor calibration/characterization
- Processing software & algorithms
- Product validation (SeaBASS)
- Algorithm development (NOMAD)
- User processing and display (SeaDAS)
- User support (Ocean Color Forum)

Ocean Data Processing System

automated data acquisition, distributed processing, data management

Data archive and distribution

~3 PB online storage (RAID)

Missions Supported

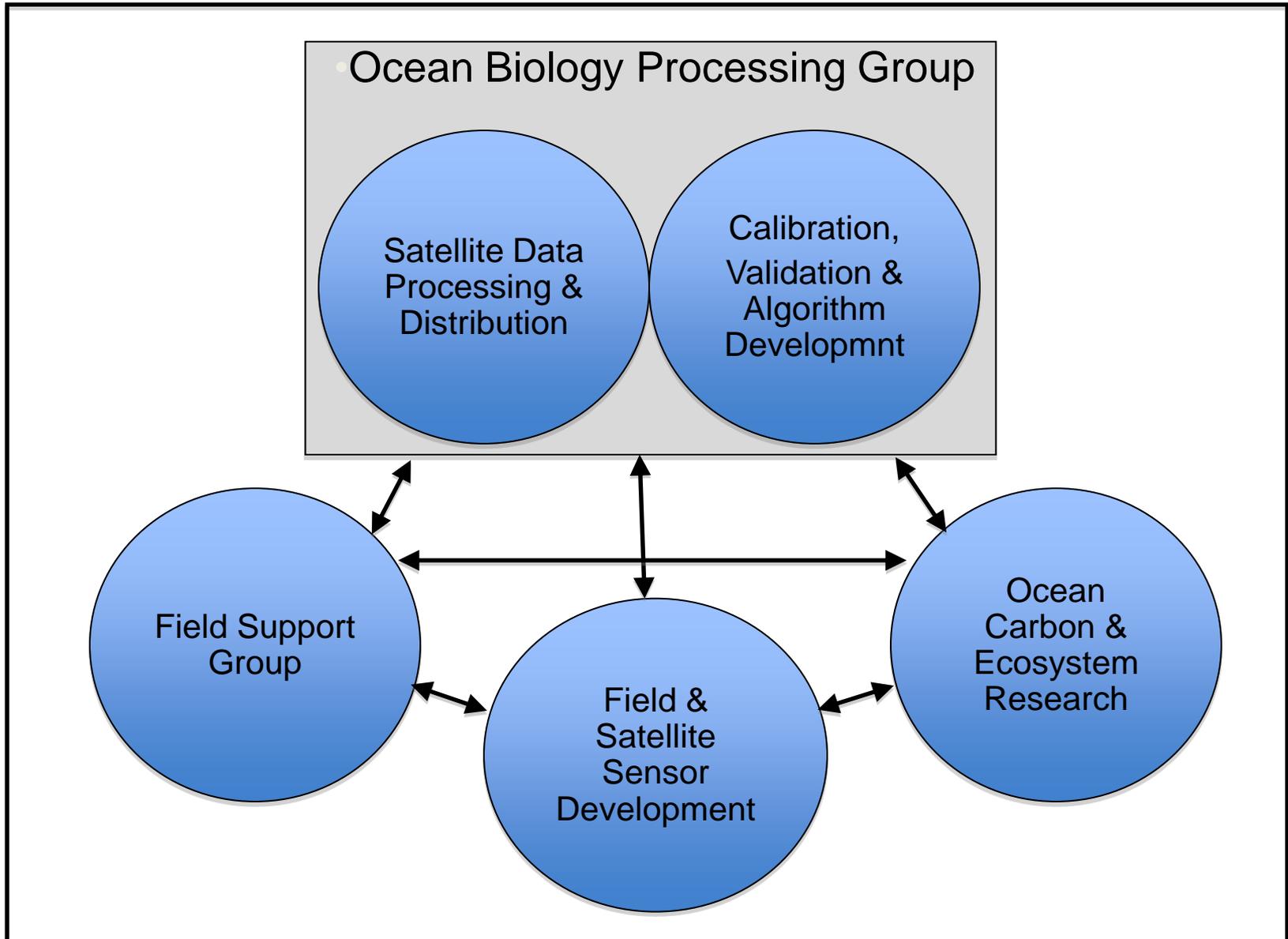
- VIIRS/NPP: 2011 launch
- MODIS/Aqua: 2002-present
- MODIS/Terra: 1999-present
- SeaWiFS/Orbview-2: 1997-2010
- CZCS/NIMBUS-7: 1978-1986

- MERIS/Envisat: 2002-present
- OCM-2/Oceansat-2: 2009-present
- MOS/IRS-P3: 1996-2004
- OCTS/ADEOS: 1996-1997

- Aquarius / SAC-D : 2011-present

- New Mission Development (ACE/PACE)

Ocean Ecology Laboratory





Key Objectives

1. Maintain and advance the capabilities of the Ocean Biology Processing Group (a critical asset to NASA and the international research community).
2. Consolidate all Contractor support requirements of the Ocean Ecology Lab under a single contract vehicle, to enhance sharing of resources and expertise and to simplify contract and staff management.



SOW Functional Areas

1. Satellite Sensor Radiometric Calibration
2. Scientific Software and Algorithm Development
3. SeaDAS Support
4. Satellite Product Validation and Quality Control
5. Satellite Data Processing and Distribution



SOW Functional Areas

6. NPP VIIRS Support
7. Satellite Sensor and Mission Development
8. Aquarius Instrument Operations
9. Field Data Collection and Laboratory Analyses
10. Field Data Archival and Quality Control



SOW Functional Areas

- 11. Field Instrumentation and Protocol Development
- 12. Ocean Ecosystem and Carbon Budget Modeling
- 13. User Support and Documentation
- 14. Systems Support
- 15. Office and Laboratory Management



Representative Task Orders (RTOs)

- RTO-1: Ocean Biology Processing Group
 - support for current & legacy satellite ocean color missions
 - just asking for staffing, travel & brief justification for year 1

- RTO-2: PACE Mission Development
 - anticipated future work on new ocean color mission
 - asking for technical approach, staffing & travel for years 1,2,3,4,5

- RTO-3: Field Program Support Office
 - anticipated consolidation of oceanographic field work
 - just asking for staffing, travel, & brief justification for year 3

note: explicit travel assumptions provided for each RTO



Questions?