

SOURCE SELECTION DECISION DOCUMENT
Center Administrative and Technical Support Services (CATSS) II
National Aeronautic and Space Administration (NASA)
Armstrong Flight Research Center (AFRC)

**This Document Is Source Selection Sensitive Information IAW FAR 2.101 and
3.104**

On June 26, 2015, I, the Source Selection Authority (SSA), along with other key officials of the NASA AFRC, met with the members of the Source Evaluation Committee (SEC) appointed to evaluate proposals in response to the CATSS II Solicitation NND15520845R. The CATSS II solicitation anticipates awarding an Indefinite Delivery Indefinite Quantity (IDIQ) contract. The Request for Proposal (RFP) included the following period of performance dates:

Phase-in	07/18/15 - 08/17/15
Base Period	08/18/15 - 09/30/16
Option 1	10/01/16 - 09/30/17
Option 2	10/01/17 - 09/30/18
Option 3	10/01/18 - 09/30/19
Option 4	10/01/19 - 07/17/20

The CATSS II contract provides technical and administrative services in support of directorates, programs, and offices at NASA AFRC. The functional areas that are supported are: Resources Management Office, Financial Management Office, Acquisition Management Office, Technical Publications Office Services, Research Library Services, Reproduction Center Services, Office of Strategic Communications, Office of Internal Controls and Management Systems, Administrative Office Support and Business Systems Support.

Procurement History

In accordance with Federal Acquisition Regulation (FAR) 5.2, "Synopsis of Proposed Contract Actions," the CATSS II effort was synopsisized on NASA Acquisition Internet Service and uploaded to Federal Business Opportunities on July 23, 2014. On December 11, 2014 NASA AFRC issued a RFP as an 8(a) set-aside under North American Industry Classification System (NAICS) Code 561110 - Office Administrative Services and a size standard of \$7.5 million/year.

Two amendments were issued on March 12, 2015 and April 2, 2015.

Amendment 1, dated March 12, 2015 made the following changes:

- (1) added and deleted clauses, which was the result of an update to clause 52.212-5, Contract Terms and Conditions Required to Implement Statutes or Executive Orders – Commercial Items (May 2015);
- (2) updated clauses in response to questions and answers;
- (3) made editorial corrections to the Performance Work Statement (PWS); and
- (4) corrected Data Requirements dates.

Amendment 2, dated April 2, 2015 was the result of questions posed by prospective offerors. The amendment:

- (1) corrected the estimated total cost for line 2;
- (2) added Employee Class and Monetary Wage - Fringe Benefit Table to Clause C.7, 52.212-5 Contract Terms and Conditions Required To Implement Statutes or Executive Orders - Commercial Items. (DEC 2014), (c)(2)52.222-42, Statement of Equivalent Rates for Federal Hires (MAY 2014);
- (3) added language to Section E, Solicitation Provisions, Provision E.6 Addendum to 52.212-1, Instructions to Offerors – Commercial Items; and changed Phase-In period timeframe from 45 days to 30 days in Attachment I, Data Requirements Description, Phase-In Plan (DRD 05), paragraph (a) 1st sentence; and
- (4) Extended proposal due date to April 13, 2015.

The RFP required that proposals be divided into three volumes and two appendices. The three volumes were: Volume I – Technical Proposal; Volume II, Past Performance Information; Volume III Pricing. The two appendices were Management Plan and the Phase-In Plan. All proposals were due by April 13, 2015 at 4:30 PT. Six offerors submitted proposals that met the time and date requirement in response to the RFP those were:

- (1) AEFC, LLC,
- (2) Logical Innovations, Inc.,
- (3) Hanks-Brandan, LLC,
- (4) SSC-Deltha, LLC,
- (5) Vistra Communications, LLC and
- (6) ClancyJG International.

A seventh proposal, submitted by Diverse Staffing Service was received on April 16, 2015 and was deemed late in accordance with FAR 15.208(b). A notification letter was sent on May 15, 2015 via certified mail. The late proposal was opened for the purpose of identification only, held until after award, and then retained with other unsuccessful proposals.

After receipt of proposals on April 13, 2015, the SEC committee members (Contracting Officer, Contracting Officer Representative, and Small Business Specialist) conducted an initial review of the proposal to determine acceptability in accordance with NASA FAR Supplement 1815.305-70, Identification of Unacceptable Proposals. Additionally,

SEC members conducted a records check through System for Award Management and all offerors had an active registration and no active exclusions; and the offerors Representations and Certifications were current and complete. The Small Business Administration’s Dynamic Small Business Database Search was checked and all offerors were 8(a) certified. The offerors’ proposals were also reviewed for compliance with the Ostensible Subcontractor Rule and all offerors were deemed in compliance with the limitation of subcontracting requirement. Finally a verification of pages for the volume and appendices were conducted to ensure compliance with the RFP.

The evaluation was conducted as a competitive Price Performance Trade-off best value source selection where all evaluation factors other than price, when combined, are significantly more important than price. The solicitation set forth the following areas for evaluation:

- Technical Acceptable
- Past Performance
- Price

Technical Acceptable

The Technical Acceptable rating consisted of evaluation of the Technical Approach, Management/Staffing Approach, and Phase-In Plan. The SEC evaluated the technical proposals on a pass/fail basis and assigned a rating of Acceptable or Unacceptable using the descriptions in the table “Technical Acceptable/Unacceptable Ratings” that can be found in the subject solicitation, Provision E.7 52.212-2 Evaluation Commercial Items, Page 25. The offeror’s technical proposal was evaluated to determine whether the proposed approach and existing capability met or exceeded the requirements identified within the Performance Work Statement (PWS) and the solicitation. All technically acceptable offers were treated equally except for their past performance records and prices. Failure to meet the minimum requirements resulted in an offer being determined technically unacceptable, and therefore ineligible for award.

The results of the technical evaluation are as follows:

TECHNICAL EVALUATION RESULTS	
Offeror	RATING
AEFC, LLC	Unacceptable
Logical Innovations, Inc. (LII)	Acceptable
Hanks-Brandan, LLC	Unacceptable
SSC-Deltha, LLC	Acceptable
Vistra Communications, LLC	Unacceptable
ClancyJG International	Unacceptable

Technical Findings Summary

AEFC, LLC:

1. The proposed Key Personnel, Chief Historian/Supervisor, failed to meet the minimum requirements. This individual did not meet the Ph.D. in History requirement that is described in PWS 4.7.8.1 "Chief Historian/Supervisor position requirement.
2. The proposal was predominantly a copy of the PWS and offered little detailed description of how the organization plans to accomplish the requirements which does not provide sufficient information to reflect a thorough understanding of the PWS requirements.
3. The offeror provided a minimal description of an existing capability to effectively accomplish the tasks required in Research Library Services (PWS 4.5) and Reproductions Center Services (PWS 4.6) functional areas of the PWS. The offeror did not demonstrate experience in performing the tasks in the following functional areas:
 - a) Resources Management Office (PWS 4.1);
 - b) Financial Management Office (PWS 4.2);
 - c) Acquisition Management Office (PWS 4.3);
 - d) Technical Publications Office Services (PWS 4.4);
 - e) Office of Strategic Communications (PWS 4.7);
 - f) Office of Internal Controls and Management Systems (PWS 4.8);
 - g) Administrative Office Support (PWS 4.9); and
 - h) Business Systems Support (PWS 4.10).
4. The management and staffing plan did not meet the minimal requirements in a number of areas of the PWS. The offeror provided no staffing composition details for the Business Systems Support, the Strategic Communications, and the Office of Internal Controls and Management (OICMS) functional area.

AEFC, LLC provided limited detailed description for the PWS functional areas; omitted a plan or did not identify personnel to support all the requirements in functional areas; lacked details in the staffing composition details; and failed to meet the minimum requirements of two of the three Key Personnel positions. The evaluation team determined the proposal did not present sufficient information to reflect a thorough understanding of all of the PWS requirements nor did it provide sufficient plans to effectively manage the PWS functional areas. Therefore, the proposal has been determined to be technically unacceptable.

Logical Innovations, Inc. / Media Fusion (prime / subcontractor):

1. The offeror had an in-depth and detailed understanding encompassing all PWS requirements. Their proposal represented a level of understanding by demonstrating a deep knowledge of the work at AFRC, along with similar NASA and other federal contracts, which enhances the likelihood of exceptional execution and management of the total contract requirements.
2. The offeror identified processes specifically required to accomplish the PWS requirements, as well as, those systems and procedures that are to be set in place to adhere to regulations and requirements set forth in the solicitation. With an in-depth understanding of current operations of CATSS management, staffing and operations, the Government is highly confident that the offeror will meet the contract requirements.
3. The offeror cited a plan to cross-train Technical Publications Office (TPO) and Program Management Office (PMO) staff for the Armstrong Research Library (ARL) that will ensure staffing is maintained during the periods that the assigned Library Technician is unavailable. This plan will ensure that the services required in the ARL are maintained.
4. The offeror cited the development and utilization of an "internal test" used to pre-screen applicants for the TPO functional area. The development and use of this test increases the likelihood of successful contract performance.
5. The offeror demonstrated a full understanding of the management processes. In the Management Operating Plan, an area in particular that demonstrates this understanding is in the "Quality Control System" section. The offeror addressed and exceeded the management processes by proposing weekly, monthly, quarterly and annual communications with the offeror's employees to ensure the contract is fully successful and proactively mitigate and resolve issues with NASA.
6. The offeror's analysis of the organizational conflict of interest analyzed potential conflicts and provided rationale for mitigating these conflicts. The offeror demonstrated an understanding of what conflicts can occur during the performance of this contract.

The Logical Team offered an approach which significantly enhances the likelihood of exceptional execution and management of the contract requirements. The Government is highly confident that the team will meet the quality and timeliness of deliverables. Their approach demonstrated that the offeror will provide a strong and effective leadership on the CATSSII contract. Therefore, the proposal has been determined to be technically acceptable.

Hanks-Brandan:

1. The proposed Chief Historian/Supervisor did not meet the Ph.D. requirement for the position outlined in PWS 4.7.8.1.
2. The proposal did not provide any staffing strategy or position requirements information for the following functional areas:
 - a) Resources Management Office (PWS 4.1);
 - b) Financial Management Office (PWS 4.2);
 - c) Acquisition Management Office (PWS 4.3);
 - d) Technical Publications Office Services (PWS 4.4);
 - e) Research Library Services (PWS 4.5);
 - f) Reproduction Center Services (PWS 4.6);
 - g) Office of Strategic Communications (PWS 4.7);
 - h) Office of Internal Controls and Management Systems (PWS 4.8);
 - i) Administrative Office Support (PWS 4.9); and
 - j) Business Systems Support (PWS 4.10).
3. The proposed experience and education requirements for the following positions are not addressed in the offeror's proposal and therefore did not meet requirements:
 - a) Public Affairs Specialist (PWS 4.7.8.2);
 - b) Social Media Program Manager (PWS 4.7.8.3)
 - c) Exhibit and Outreach Specialist (PWS 4.7.8.4)
 - d) Senior Writer/Editor (PWS 4.7.8.5) and
 - e) Outreach Specialist/Administrative Specialist (PWS 4.7.8.6).

Hanks-Brandan failed to meet the minimum requirements for one of the Key Personnel positions and five positions in the Strategic Communications (PWS 4.7.8). They provided no staffing strategy or position requirements in all of the functional areas. The Government determined that the proposal did not present sufficient information to reflect a thorough understanding of the minimum requirements to effectively manage the PWS functional areas. The proposal has been determined to be technically unacceptable.

SSC-Deltha, LLC (Joint Venture):

1. The offeror had an in-depth and detailed understanding encompassing all PWS requirements. Their proposal represented a level of understanding by demonstrating a deep knowledge of the work at AFRC, which enhances the likelihood of successful execution and management of the contract requirements.
2. The offeror cited a number of recruitment and retention plans focused on retaining the current qualified incumbent staff. These include: "including all qualified incumbents in our Pool of Prequalified Candidates for this project". The offeror cited the use of "a structure communications plan" and a "Contract Web-page". The offeror lists a number of employment benefits that will help in employee recruitment and retention efforts.
3. The offeror's Phase-In Plan provided a detailed description of proposed implementation processes and strategies for effecting a smooth and seamless transition with virtually no disruption to services. The offeror planned to accomplish the majority of the phase-in activities prior to the actual scheduled phase-in. Their plan included kick-off meetings with the Contracting Officer/Contracting Officer Representative; interfacing with individual customers; and regular interface and coordination with the incumbent contractor. The offeror demonstrated an understanding of the work that takes place at AFRC and the environment in which it takes place, which further increases the likelihood of a successful phase-in.
4. The offeror demonstrated a highly effective approach in their identification of proposed key positions. The proposed candidates are fully qualified and exhibit extensive management experience and their mastery of the contract requirements. All key personnel resumes demonstrated senior-level technical, managerial, and subject-matter expertise. These candidates demonstrated that the offeror will provide a strong and effective leadership on the CATSS II contract.
5. The offeror's organizational conflict of interest analysis provided potential conflicts and rationale for mitigating these conflicts. The offeror demonstrated an understanding of what conflicts can occur during the performance of this contract.

SSC-Deltha offered an approach which significantly enhances the likelihood of exceptional execution and management of the contract requirements. The Government is highly confident that they will meet the quality and timeliness of deliverables. Their approach demonstrated the offeror will provide a strong and effective leadership on the CATSSII contract. Therefore, the proposal has been determined to be technically acceptable.

Vistra Communications, LLC:

1. The proposed Chief Historian/Supervisor did not meet the following minimum requirement as outlined in PWS 4.7.8.1:
 - a) No stated knowledge in the aerospace technology.
 - b) No examples of published material related to aerospace history.
 - c) Did not have 10 years of practical experience documenting and publishing record history of a federal organization.
2. The offeror's proposal did not address any of the requirements outlined in PWS 4.9.3 "Human Resource Management and Development Office" to provide administrative support to the NASA Armstrong Training Officer for Center-wide Training and therefore, did not meet the requirement.
3. The proposal did not provide a plan to meet the requirements outlined in "User Training and Support" (PWS 4.10.1.e). The offeror identified the erosion of a capability required to support PWS 4.10.1.e, but provided no plan to address the issue. This is a significant concern and reflects poorly on the proposers' willingness to address shortfalls in this functional area support. This will adversely impact the ability to meet PWS requirements.
4. The offeror did not provide a "Preliminary Analysis of Possible Conflicts of Interest", as required in the solicitation. The omission of the analysis to support the requirements in this area reflects a lack of understanding of the solicitation requirements and poses a significant risk to successful contract execution.

Vistra Communications, LLC failed to meet the minimum requirements for one of the Key Personnel position; did not address the requirements in Human Resource Management and Development Office; did not address a solution to dealing with an issue that was identified; and failed to provide a Preliminary Analysis of Possible Conflicts of Interest. The Government determined that the proposal did not present sufficient information to reflect a thorough understanding of the minimum requirements to effectively manage the PWS functional areas. The proposal has been determined to be technically unacceptable.

ClancyJG International:

1. The offeror's technical approach did not demonstrate how the required tasks listed in the PWS will be successfully accomplished for the following functional areas:
 - a) Resources Management Office (PWS 4.1);
 - b) Financial Management Office (PWS 4.2);
 - c) Acquisition Management Office (PWS 4.3);
 - d) Technical Publications Office Services (PWS 4.4);
 - e) Research Library Services (PWS 4.5);
 - f) Reproduction Center Services (PWS 4.6);
 - g) Administrative Office Support (PWS 4.9); and
 - h) Business Systems Support (PWS 4.10).

The lack of supporting information in these functional areas give the Government little confidence in the offeror's depth of capability and experience. The lack of demonstrated capability and experience increases the risk of unsuccessful contract performance.

2. The proposed Program Manager (PM) did not meet the minimum experience requirement of 6 years in management of multiple functional areas with diverse missions. The failure to meet the minimum requirement for experience increases the risk of unsuccessful contract performance.
3. The knowledge and skill requirements for the proposed staffing positions for the Technical Publications Office (TPO) did not meet the position requirements listed in PWS 4.4.5 Visual Information Position Requirements. The offeror did not provide a rationale for the omission of these specific requirements.
4. The offeror's staffing for the Technical Publications and Office of Internal Controls and Management (OICMS) are both proposed to be reduced by 1 WYE from the current staffing level. The proposal does not offer a plan on how the reduced staffing levels in these two functional areas will continue to meet minimum levels of quality and timeliness for deliverables.
5. The offeror provided a plan to support Export Control requirements as a collateral duty across all administrative assistants. This plan indicates a lack of understanding of the export control support outlined in PWS 4.9.2 and increases the risk of failure to meet contract performance requirements.

ClancyJG Incorporated failed to demonstrate how they will successfully accomplish the required services in accordance with the PWS for 8 of the 10 functional areas; did not meet the minimum knowledge and skill requirements as outlined in PWS 4.4.5 "Visual Information Position Requirement"; did not provide rationale for the reduction of staff in the Technical Publications and Office of Internal Controls and Management; did not

provide a plan to support the Export Control Requirement. The Government determined that the proposal did not present sufficient information to reflect a thorough understanding of the minimum requirements to effectively manage the PWS functional areas. The proposal has been determined to be technically unacceptable.

Summary:

Logical Innovations Inc. and SSC-Deltha LLC met the minimum requirements and are deemed technically acceptable. All other proposals failed to meet the minimum requirements, were deemed technically unacceptable, are ineligible for award, and were eliminated from further evaluation.

Past Performance

The past performance evaluation is an assessment of the Government’s confidence in the offeror’s ability to perform the solicitation requirements. This factor indicated the relevant quantitative and qualitative aspects of each offeror’s record of performing services or delivering products similar in size, content, and complexity of the requirements of the PWS and solicitation.

There are two aspects to the past performance evaluation. The first aspect of the past performance is to evaluate the relevancy (*i.e.* relevant quantitative aspects) of the offeror’s present/past performance. Relevant performance included performance of Center Administrative Technical Support Services of similar or greater in size, content, and complexity of the effort described in the PWS and solicitation. The evaluation committee reviewed the offeror’s Past Performance and identified the significant strengths, strengths, deficiencies, weaknesses, and/or significant weaknesses of the offeror’s proposal in determining the relevancy of the past performance to the task requirements of the PWS and solicitation and assigned a Past Performance Relevancy Rating based on the following ratings and definitions:

PAST PERFORMANCE RELEVANCY ASSESSMENT TERMS	
RATING	DEFINITION
Very Relevant	Present / past performance effort involved essentially the same size, content, and complexities this solicitation requires.
Relevant	Present / past performance effort involved similar size, content, and complexities this solicitation requires.
Somewhat Relevant	Present / past performance effort involved some of the size, content, and complexities this solicitation requires.
Not Relevant	Present / past performance effort involved little or none of the size, content, and complexities this solicitation requires.

After considering the past performance ratings for each relevancy element (size, content, and complexity), The SEC evaluated the offerors’ overall relevancy ratings as follows:

OVERALL RELEVANCY RATING	
OFFEROR	OVERALL RATING
Logical Innovations Inc.	Relevant
SSC-Deltha LLC	Relevant

The second aspect of the past performance evaluation is to determine the quality of the contractor performance on previous contracts. Past performance information was obtained on relevant, similar, current, or past contracts in Volume II Past Performance, Past Performance Questionnaires, Past Performance Information Retrieval System (PPIRS), and personal knowledge to determine the quality level of past performance. The past performance quality was evaluated based on the following ratings and definitions:

PAST PERFORMANCE QUALITY ASSESSMENT TERMS	
RATING	DEFINITION
Exceptional	Contractor's performance meets contractual requirements and consistently exceed (or exceeded) many of them. The contractual performance of requirements being assessed was accomplished with no more than a few minor problems for which corrective actions taken by the contractor were highly effective.
Very Good	Contractor's performance meets contractual requirements and consistently exceed (or exceeded) some of them. The contractual performance of requirements being assessed was accomplished with no more than some minor problems for which corrective actions taken by the contractor were effective.
Satisfactory	Contractor's performance meets (or met) contractual requirements. The contractual performance of the requirements contains some minor problems for which corrective actions taken by the contractor were satisfactory.
Marginal	Contractor's performance is not meeting (or did not meet) some contractual requirements. The contractual performance of the requirements being assessed reflects a serious problem for which the contractor has not yet identified corrective actions or the contractor's proposed actions appear only marginally effective or were not fully implemented. Customer involvement was required.
Unsatisfactory	Contractor's performance is failing (or failed) to meet most contractual requirements. The contractual performance of the requirements contains a serious problem(s) for which the contractor's corrective actions appear or were ineffective. Extensive customer oversight and involvement was required.
Neutral	Contractor performance was not observed or not applicable to the current effort being reported against.

The SEC evaluated the offerors' overall quality assessment ratings as follows:

OVERALL QUALITY RATING	
OFFEROR	OVERALL RATING
Logical Innovations Inc.	Exceptional
SSC-Deltha LLC	Exceptional

The results of the past performance relevancy and past performance quantity assessments were used to determine an overall Past Performance Confidence Assessment rating. The past performance confidence was evaluated based on the following ratings and definitions:

PAST PERFORMANCE CONFIDENCE ASSESSMENT TERMS	
RATING	DEFINITION
Very High	The Offeror's relevant past performance is of exceptional merit and is very highly pertinent to this acquisition; indicating exemplary performance in a timely, efficient, and economical manner; very minor (if any) problems with no adverse effect on overall performance. Based on the Offeror's performance record, there is a very high level of confidence that the Offeror will successfully perform the required effort. (One or more significant strengths exist. No significant weaknesses exist.)
High	The Offeror's relevant past performance is highly pertinent to this acquisition; demonstrating very effective performance that would be fully responsive to contract requirements with contract requirements accomplished in a timely, efficient, and economical manner for the most part with only minor problems with little identifiable effect on overall performance. Based on the Offeror's performance record, there is a high level of confidence that the Offeror will successfully perform the required effort. (One or more significant strengths exist. Strengths outbalance any weakness.)
Moderate	The Offeror's relevant past performance is pertinent to this acquisition, and it demonstrates effective performance; fully responsive to contract requirements; reportable problems, but with little identifiable effect on overall performance. Based on the Offeror's performance record, there is a moderate level of confidence that the Offeror will successfully perform the required effort. (There may be strengths or weaknesses, or both.)
Low	The Offeror's relevant past performance is at least somewhat pertinent to this acquisition, and it meets or slightly exceeds minimum acceptable standards; adequate results; reportable problems with identifiable, but not substantial, effects on overall performance. Based on the Offeror's performance record, there is a low level of confidence that the Offeror will successfully perform the required effort. Changes to the Offeror's existing processes may be necessary in order to achieve contract requirements. (One or more weaknesses exist. Weaknesses outbalance strengths.)
Very Low	The Offeror's relevant past performance does not meet minimum acceptable standards in one or more areas; remedial action required in one or more areas; problems in one or more areas which, adversely affect overall performance. Based on the Offeror's performance record, there is a very low level of confidence that the Offeror will successfully perform the required effort. (One or more deficiencies or significant weaknesses exist.)
Neutral	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 [see FAR 15.305(a) (2) (ii) and (iv)].

The SEC evaluated the offerors' overall confidence ratings as follows:

OVERALL CONFIDENCE RATING			
OFFEROR	RELEVANCY	QUALITY	CONFIDENCE LEVEL
Logical Innovations Inc.	Relevant	Exceptional	High
SSC-Deltha LLC	Relevant	Exceptional	High

Logical Innovations:

The Past Performance References provided in the Logical Innovations "Center Administrative and Technical Support Services (CATSS) II "Volume II Past Performance" has resulted in an overall performance confidence rating of "High Level of Confidence".

The rating is a reflection of weaknesses, strengths, and significant strengths in relevant size, content, and complexity of Logical Innovation's past performance references, including those of their subcontractor, Media Fusion, Inc.

There were four past performance relevancy weaknesses identified in reference to the size elements of previous Logical Innovations/Media Fusion's contracts when compared to the same estimated elements of the CATSS II contract. Size elements are the contract dollar value and staffing level. In addition, the SEC assessed one weakness for content and one weakness for complexity. The weakness for content was due to Logical Innovations/Media Fusion mischaracterizing a content area of a previous contract as applicable to a content area of the current solicitation. The weakness in complexity was due to a previous Logical Innovations/Media Fusion contract lacking the complexity in regards to management and technical requirements.

There were six past performance relevancy strengths identified. Three strengths in content and three in complexity. Finally, there were three significant strengths, one in each relevancy element (size, content, and complexity) related to the past performance of the CATSS I contract.

The "High Level of Confidence" rating is also supported by Logical Innovations and Media Fusion's "Exceptional" or "Very Good" ratings in all Past Performance Volume (PPV), Past Performance Questionnaire (PPQ), and Contractor Performance Assessment Report (CPARs) Quality information ratings. Logical Innovations and Media Fusion received three "Very Good" and 13 "Exceptional" past performance quality ratings.

Based on the offeror's performance record in relevancy and quality, the assessment team has a high level of confidence that the offeror can successfully perform the required effort.

SSC-Deltha:

The Past Performance References provided in the SSC-Deltha's "Volume II Past Performance" has resulted in an overall performance confidence rating of "High Level of Confidence".

The rating is a reflection of weaknesses, strengths, and significant strengths in relevant size, content, and complexity of SSC-Deltha's past performance references.

There were three past performance weaknesses identified in reference to the size elements of previous SSC-Deltha contracts when compared to the same estimated elements of the CATSS II contract. Size elements are the contract dollar value and staffing level. In addition, the team assessed one weakness for complexity. This weakness was due to the lack of complexity in regards to the multi-tasking,

management requirements, and technical requirements of a previous SSC-Deltha contract.

Five strengths were identified for past performance content relevancy and four strengths were identified for past performance complexity. Finally, the SEC identified two significant strengths for the relevant size related to previous SSC-Deltha contracts.

The rating is also supported by SSC-Deltha's "Exceptional" or "Very Good" ratings in all PPV, PPQ, and CPARs Quality information ratings. SSC-Deltha received three "Very Good" and nine "Exceptional" past performance quality ratings.

Based on the offeror's performance record in relevancy and quality, the assessment team has a high level of confidence that the offeror can successfully perform the required effort.

Price

The SEB Price Analyst performed a Pricing Analysis in accordance with FAR 15.402(b) Proposal Analysis Technique. The SEB Price Analyst evaluated the price for the Phase-In and the initial task order by multiplying the proposed monthly price for the CLIN by the Government quantity identified in the CLIN.

For evaluation of FAR Clause 52.217-8 "Option to Extend Services" option per Provision E.7 52.212-2 Evaluation Commercial Items, Page 28, the SEB Price Analyst multiplied the monthly proposed rate of Option Year 4 of the task order by six.

The Price Analyst adjusted both offerors' price by eliminating the costs associated with the WYE that would support the Human Resources Development Office. This position is not listed in the Indefinite Delivery Indefinite Quantity initial task order. The total adjusted evaluated price was determined by adding the Phase-In, Base Effort, and all options to include the "Option to Extend Services" prices.

The completed pricing analysis resulted in the determination that the Logical Innovations, Inc. adjusted evaluated price is considerably lower than the SSC-Deltha adjusted evaluated price.

Selection Decision

The SEC presented the results of their evaluation to me, as the Source Selection Authority (SSA), on June 26, 2015.

Following the SEC presentation I confirmed with each SEC voting member that the process was consensus-based and that there were no dissenting opinions with the findings contained in the briefing. All members acknowledged full consensus.

As the SSA for this acquisition, I have determined the proposal submitted by Logical Innovations provides the best overall value to satisfy the Government's requirement. This decision was made using my independent judgment and based upon the criteria established in FAR 52.212-2, *Evaluation – Commercial Items*, of the solicitation, and the capability (*i.e.*, Past Performance Confidence Assessment and Cost/Price) of Logical Innovations, Inc. to fulfill the subject requirement.

I reviewed the detailed findings of the SEC and agree with the evaluation and determination of "Technical Acceptable" and "Technical Unacceptable" proposal ratings. Therefore, I only considered the past performance and cost/price of the two technically acceptable offerors. Further consideration was not given to any other offeror.

I considered the past performance confidence of both Logical Innovations and SSC-Deltha by reviewing the SEC's findings of each offeror's past performance relevancy and quality.

I considered the weaknesses, strengths, and significant strengths of Logical Innovations' past performance relevancy. Logical Innovations had one weakness in content, one weakness in complexity, and four weaknesses in size. Logical Innovations had three significant strengths and six strengths. The three significant strengths were given in all relevancy elements (size, content, and complexity) based on the past performance relevancy of the CATSS I contract. The six strengths were divided equally between content and complexity with three strengths given for past performance content and three strengths given for past performance complexity. The three significant strengths in size, content, and complexity relevancy elements related to the incumbent CATSS I contract, when combined with the six additional strengths, clearly outweighs the weaknesses cited.

I then considered the weaknesses, strengths, and significant strengths of SSC-Deltha's past performance relevancy. SSC-Deltha had three weaknesses in size and one weakness in complexity. SSC-Deltha has two significant strengths in size, five strengths in content, and four strengths in complexity.

When comparing the past performance relevancy of Logical Innovations and SSC-Deltha, I could not make a meaningful distinction in the assessment of the past performance references that would justify any difference in the rating of either offeror in terms of past performance relevancy. Logical Innovations had at least one weakness in all three relevancy elements, but they also received one significant strength rating in all

three relevancy elements on the incumbent contract, which reflect very similar requirements to the current proposed contract. SSC Deltha's had no weaknesses in content, but their two significant strengths were only for size. SSC-Deltha had two less weaknesses than Logical innovations, but Logical Innovations had one more overall significant strength than SSC-Deltha. While each offeror received a different array of weaknesses, strengths, and significant strengths for each relevancy requirement, when compared overall I find the past performance relevancy of both Logical Innovations and SSC-Deltha to be equally relevant.

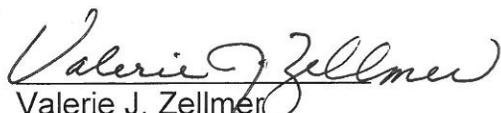
I then reviewed the past performance quality results of both Logical Innovations and SSC-Deltha and found them to be virtually identical with no discernable way to consider one proposal better than the other. Both Logical Innovations and SSC-Deltha received only "exceptional" and "very good" past performance quality ratings. Both offerors only received three "very good" ratings with the remaining ratings for both offerors being "exceptional." I agree with the SEC's findings for both Logical Innovations and SSC-Deltha's overall past performance quality ratings to be exceptional.

For the past performance confidence rating, I considered both the overall past performance relevancy and overall past performance quality ratings of each offeror. As discussed above, I find the past performance relevancy of both offerors to be equally relevant with no meaningful way to consider one offeror's past performance relevancy to be more highly rated than the other. I find the past performance quality of both offerors to be exceptional. Accordingly, I have a high confidence that both Logical Innovations and SSC-Deltha could successfully perform the subject contractual effort effectively and efficiently.

With regard to price, both offeror's adjusted evaluated prices were less than the Independent Government Estimate. The adjusted price was equally applied to both proposals and included the Option to Extend Services and a reduction in the Human Resources Development Office staff. Logical Innovation's final adjusted evaluated price of \$28,997,001 is considerably less than that of SSC-Deltha's adjusted evaluated price.

Considering both offerors have been determined to be technically acceptable, and have an equal past performance confidence rating, the final discriminator between the two offerors was price. Logical Innovation's adjusted evaluated price represents the best value to the Government.

Accordingly, I select Logical Innovations as the awardee.


Valerie J. Zellmer
Source Selection Authority

7/20/2015
Date