How to ROCK the Cradle in Cradle-to-Grave Contract Management

Breakout Session # A12
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National Oceanic & Atmospheric Administration

Monday – July 28, 2014
11:30AM-12:45PM
TOPICS OF DISCUSSION

• Acquisition Planning
  • What, When, Who, Why
• Elements of an Acquisition Plan
  • Informal & Formal
• Real World Examples
  • Good, Bad, Ugly
• Takeaways & Questions/Comments
Acquisition Planning

• What is Acquisition Planning?
  • FAR 2.101: comprehensive plan to fulfill need

• When does Acquisition Planning start?
  • Never to Early!

• Who is part of Acquisition Planning process?
  • Everyone who is involved in the requirement

• Why is Acquisition Planning important?
  • FAR 7.102: commercial items; full & open; and contract type
# Acquisition Process

## Step 1 – Requirements Definition
- **Customer Requirements**
  - Assist customer with requirement identification that meets government’s minimum needs
- **Market Research**
  - Perform market research to determine commerciality, affordability, and options
  - Perform sources sought as needed
- **SOW/SoO**
  - Help customer develop proper work statement tailored to services (commercial/performance-based), commodities, or construction

## Step 2 – Acquisition Strategy
- **Acquisition Strategy**
  - Help customer develop proper work statement tailored to services (commercial/performance-based), commodities, or construction
- **Customer Requirements**
  - Panel (over $5M)
  - Acquisition Plan
  - Source Selection Delegation
  - Synopsis

## Step 3 – Request for Proposal
- **Competition Rules**
  - Proposal Preparation Instructions
  - Evaluation Criteria
  - Basis of Award
- **Contract Formulation**
  - Contract Form
  - Clauses
  - Work Statements
  - Specifications
  - Delivery Schedule
  - Payment Terms

## Step 4 – Evaluation Phase
- **Key Principles**
  - Evaluate in strict accordance with RFP criteria
  - Modify RFP if necessary
  - Evaluate proposals against standards, not each other
  - Avoid technical leveling or transfusion
  - Achieve Understanding and resolve issues
  - Protect source selection data

- **Contract Formulation**
  - Develop contract which defines relationship between government and contractor
  - Contract must capture entire scope of program and define responsibilities
  - Acquisition must consider small business participation for all contracts expected to exceed $3,000
- **Good contracting is essential to a good program**
- **Bad contracting can ruin a good program**
- **Good contracting cannot save a poorly defined, planned, or funded program**
Acquisition Process

Step 1 – Requirements Definition

Customer Requirements
• Assist customer with requirement identification that meets government’s minimum needs

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Acquisition Process

Step 2 – Acquisition Strategy

- Acquisition Strategy
- Panel – Agency specific
- Acquisition Plan
- Source Selection Delegation
- Synopsis

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Acquisition Process

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Elements of an Acquisition Plan

• Informal Acquisition Plan
  • Data Information
  • Milestone Plan

• Formal Acquisition Plan
  • Data Information
  • Acquisition Strategy
  • Milestone Plan
Real World Examples

• Good Acquisition Plan, but …
  • Vessel Charter
    • Early engagement
    • Good communication w/client & industry
    • Great market research vs No market research
    • No responsive vendors
    • Scrambled for options
Real World Examples

• Good Acquisition Plan, but …
  • IDIQ for ABS services
    • Early engagement
    • Poor communication w/client & industry
    • Market research shows it’s statute driven
    • Took 18 months to award
Take Aways & Questions/Comments

• Acquisition Plan
  • Early, Everyone, Encompassing
  • Highlights the entire Acquisition Process
  • What makes a good Acquisition Plan
    • Early Engagement
    • Communication
    • Agreed end state

• Questions/Comments