



Attachment B
Instructions to Offerors: Request for Quotations

ED-NAG-13-R-0005

**World Wide Web Services for the
National Assessment Governing Board**

Submission Requirements to the Requests for Quotations

Technical and Business Proposals, and Past Performance Report

Offerors are required to follow the submission format as detailed below. Responses shall include three separately packaged proposals: a technical proposal, a business proposal, and past performance information as described in detail below. Six copies of each volume shall be provided, together with electronic copies of each volume on a portable drive. The quotation must be submitted by an official authorized to bind your organization. Responses to the RFQ shall be evaluated in accordance with the RFQ requirements, together with evaluation criteria provided in Section M of the RFQ.

Technical Proposal

All information necessary to judge the technical soundness and the capabilities of the offeror shall be contained in the technical response to the RFQ. The technical response shall not exceed **30 pages**, printed on 8.5" by 11" paper size, double-spaced, and in a 12-point font. Resumes and other supporting material may be provided in appendices and shall not be included in the 30 page count. Each resume should not exceed **2 pages**. The technical proposal must not contain reference to specific costs, but resource information may be included so that the offeror's understanding of the scope of the work may be evaluated. The technical proposal shall be organized as follows:

Table of Contents

The Table of Contents shall outline the contents of offeror's response to the Request for Quotations.

Summary and General Approach

The Governing Board encourages creativity in responding to the requirements identified in the Statement of Work, Attachment A. Approaches that are thoroughly described and supported by effective management and implementation plans are most likely to contribute to the overall efficiency and success of accomplishing project goals.

This section shall provide an overall understanding of the requirements outlined in the Statement of Work. This will include a summary of the offeror's qualifications and unique strengths related to tasks outlined in the Statement of Work. In addition, an overview of the general plan to accomplish the work and the rationale for the proposed approach will be provided in this section. Offerors must demonstrate an understanding and experience with federal government contracting, effective quality control, cost-saving strategies, compliance with all federal requirements for IT related services, and the technical requirements detailed in the Statement of Work.

Technical Work Plan

The technical work plan shall provide a detailed discussion of how each task outlined in Attachment A of this document will be accomplished. Approaches recommended for achieving project goals will need to be clear and responsive to the requirements. The plan should include a discussion of steps that will be followed to attain project goals, and a Gantt chart displaying the timeline and key project milestones.

Management Plan

The management plan shall describe how work will be accomplished for each task and identify staff members who will play a major role in task completion. A successful project requires an effective management system that enables the contractor to complete tasks on schedule and within budget. The system shall include procedures for coordinating and controlling project personnel and tasks; ensuring adherence to schedules and deadlines; ensuring high quality products and outcomes; identifying potential problems early; maintaining security of data and materials and confidentiality of information; maintaining close, effective communication with the Contracting Officer's Representative (COR); and accounting for and controlling project expenditures. Offerors must verify the resources and technology, in-house and through outside consultants or subcontractors, if necessary, to undertake tasks defined in Attachment A.

Offerors shall identify a single person as the Project Director to provide leadership and direction to the contractor's project staff. This person shall serve as the contractor's primary contact with the Governing Board. The offeror must also propose personnel with the necessary level of expertise to support the task activities and requirements in the Statement of Work. All personnel shall be identified and their positions in the contract's management structure detailed in a staff organization chart. This chart shall depict clear lines of authority and responsibility for all persons involved in the execution of this project. The labor hours of proposed staff, in relation to other project commitments, shall also be provided.

Offerors shall propose a plan to ensure quality control and expand or propose additional metrics to the Quality Assurance Surveillance Plan (QASP), Attachment E to this RFQ.

Related Experience of Proposed Staff

This section of the technical proposal shall identify proposed staff and their educational background and expertise relevant to the proposed work. Proposed staff shall have qualifications appropriate for the labor category in which role they will perform work. Vitae of proposed staff shall document knowledge, skills, abilities, and relevant training associated with the position proposed.

The proposed Project Director, a key position in the contract, must have demonstrated project management skills that include successful project planning and execution, with effective contingency planning. The Project Director shall have a Bachelor's degree in a field related to the duties required. Successful oversight for project cost controls is essential to the contract. Any changes or substitutions of key personnel will require written advance approval by the Contracting Officer.

To plan, conduct, and complete the work successfully, offerors shall propose staff with the following knowledge and experience:

- 1) Experience in web management and operations;
- 2) Experience improving existing web content and functionality;
- 3) Experience organizing and categorizing significant amounts of content, including publications, data, text, graphics and images, in a streamlined manner;
- 4) Experience utilizing up-to-date technology and web infrastructure to provide information that is easy to find, user-friendly and in accessible formats;
- 5) Experience maintaining consistent use of font, text, graphics and images throughout the site;
- 6) Experience providing quality and accurate products for all web based communications;
- 7) Experience with web-based federal government contracts and federal regulations and policies;
- 8) Knowledge and experience in complying with federal mandates for IT services; and
- 9) Experience with web-based security protocols.

Related Organizational Experience

The Related Organizational Experience section shall describe the offeror's corporate experience in providing services similar to those required by the Governing Board to include web site design, maintenance, and operation. This section shall include a summary of general qualifications to carry out required tasks and ability to respond to the requirements detailed in the Statement of Work. Further, the organization undertaking the work must demonstrate low staff turnover, adherence to high quality control standards and budget limitations, and demonstrate the ability to meet project timelines.

Copies of at least three full-color print and/or three web-based reports and meeting discussion summaries designed for the general public and/or technical audiences of the type outlined in this Statement of Work must be submitted. A one page summary of the targeted audiences and customers/clients for whom the reports were prepared should accompany the samples provided.

Past Performance

Responses to the Request for Quotations shall include submission of past performance information to substantiate offeror's capabilities in performing work of similar scope. Short abstracts of related work, for four previous projects completed during the past three years that identify clearly both the names of staff members who were participants and the name, current

affiliation, and current telephone number of the sponsor's project officer should be provided. These project officers may be asked to report their experience with the offeror on relevant projects with regard to the size, problems (if any), cost overruns (if any), responsiveness, flexibility, and project quality. A form for filling in the Past Performance Report is provided as Attachment D to the Request for Quotations to facilitate the review of past performance information. The Offeror shall document its previous experience supporting the web-related activities of at least one (1) federal agency, including pertinent products, designs, and tools that demonstrate capability to perform the tasks in the SOW and fulfill federal requirements, such as compliance with the requirements of Section 508.

Use of Subcontractors

Proposals may include plans to subcontract parts of the work, provided evidence is presented that the proposed subcontractor has agreed to participate and is fully capable of performing the assigned tasks and that the offeror will have effective control of the subcontractor's work on the project. Offerors are encouraged to make use of subcontractors for specialized tasks where subcontractor expertise would strengthen the offeror's proposal. Contracts that include subcontractors shall be executed in accordance with the requirements of the prime contract and as stated in the RFQ.

Business Proposal Submission Requirements

Contract Type and Period of Performance

The Governing Board intends to issue a hybrid type of contract with Time and Materials (T&M) tasks as well as Firm Fixed Price tasks. The contract period of performance is one base year plus four (4) option years. Due to the federal mandate to reduce travel costs, it is recommended that offerors be located within a 35 mile radius of the Washington, D.C. metropolitan area to minimize travel costs for frequent project meetings. If offers are submitted from entities outside the 35 mile radius, travel costs for all in-person meetings shall be borne by the organizations, and shall not be billed to the Governing Board.

Business Proposal Submission

The business proposal shall include information requested in the RFQ and contain costs details for all tasks specified in the Statement of Work. Offerors shall include the following:

1. A Pricing Schedule for each year of the GSA negotiated schedule contract year. The Pricing Schedule shall provide labor rates, as negotiated under the GSA Schedule Contracts (identified by contract number and labor category, and discounted as offered in Response to the Request for Quotations).
2. A project budget with proposed labor hours based on negotiated GSA schedule rates for each task area, with a cumulative total. Attachment F contains two spread sheets—a Pricing Schedule that shall detail labor rates for each contract year, and a budget submission template that details task areas. The budget needs to be provided in both print, as well as electronic Microsoft Excel format (with formulas).
3. All other cost reductions or rebates shall be provided as Best and Final as it is likely that negotiations shall be very limited; an award may be made without any cost negotiations.

Contract Award

Contract award shall be made to the responsible Offeror whose offer, in conforming to this RFQ, provides an overall best value to the Government, technical evaluation factors, and cost considered. The Government's objective is to obtain the highest technical quality considered necessary to achieve the project objectives, with a realistic and reasonable cost. The technical evaluation factor is significantly more important than cost or price. Selection of the firm to perform this contract will be based on the Government's assessment of the best overall value. In the event quotes are evaluated as technically equal in quality, price or cost will become a major consideration in selecting the successful Offeror.

This RFQ does not commit the Government to pay any cost for the preparation and submission of a quotation. In addition, the Contracting Officer is the only individual who can legally commit the Government to the expenditure of public funds in connection with this proposed acquisition. It is understood that your quotation will become part of the official contract file.

Current Contract Data

The Board's web site is currently managed by Quotient, Inc., of Columbia, MD, under an Indefinite Delivery, Indefinite Quantity (IDIQ) contract. The contract was awarded to Quotient on September 30, 2009. It covers a base year and three option years, and expires on September 29, 2013. The current contract value is \$1,402,665.22. Average annual expenditures are \$300,000 per fiscal year. The web statistics are provided as Appendix C to the Statement of Work.