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Capture2Proposal's Whirlwind Webinar Series

Keeping Up With GSA's Services Multi-Agency Contract (MAC)

Michelle Griggs & Chris Flook

Michelle Griggs
Product Manager

Chris Flook
Marketing

Today's presentation we will review the more recent updates with Services MAC and look at some historic data that ties into award expectations:

- The six distinct MA-IDIQ contracts based on set-asides
- Highlights from the May Q&A update
- Current Evaluation Strategy Review/Requests for feedback

Updates you need to know right now:

- This still is not the final title for the vehicle! The title will likely have OASIS as a component of the name. We'll use Services MAC or BIC MAC to reference the opportunity until a final name is selected to avoid the confusion caused by adding yet more names to remember. Services MAC is still referenced on the GSA information pages.
- There will be **separate IDIQs** for each of the following Set-Aside Groups: Total Small Business, 8(a) Small Business, HUBZone Small Business, Service-Disabled Veteran-Owned Small Business, Woman-Owned Small Business, and Unrestricted.
- Originally Set Asides were only going to be set at the Task Order level, not the IDIQ level. You will be able to bid and receive awards in multiple IDIQs based on your qualifications for each.
- Look for upcoming updates to Section C due to changes to the size standards for certain NAICS which became applicable in May.
- There are three open areas where GSA is soliciting feedback right now – for surge capability, retention, and emerging technology. Remain alert and share your experience wherever possible.

1) What are the main types of information you use to inform your bid-no-bid (BNB) decisions?

   a) Incumbent award data – value and scope of work
   b) My company's related past performance
   c) Teaming Agreements
   d) Customer issuing the solicitation
   e) None of the Above/Other

All offerors who meet the threshold for a domain will receive an award in that domain.
- Carefully selecting your qualifying projects to maximize your points is still key – if a project is disqualified but you still have enough points from your other evaluation criteria then you will still receive an award.
- This does NOT hold true if you intentionally falsify information. In that case, you will be immediately disqualified and you will not be eligible to bid again.

The Qualifications are based on 4 criteria: Qualifying Projects, Corporate Experience, Government-approved systems, clearances, and certifications, and other certifications. We will focus mainly on the Qualifying Projects today.

Up to five (5) Qualifying Projects (QPs) can be submitted for each domain. Where requirements overlap, the same project(s) can be used for multiple domains. These QPs **must**:
- Be a single contract. They can be prime contracts, subcontracts, or commercial contracts, including a single task order under an IDIQ, BPA, or FSS.
- Have a minimum annual value of $250K.
- Have some portion of labor performed within the past 5 years based on the solicitation due date.
- Have an average CPAR > 3.0, or an above satisfactory rating on a Past Performance Questionnaire if no CPAR is available.
- Include a minimum number of projects related to the domain's scope. This may vary by domain, and is detailed in the Section C document.

If you are bidding on the same domain multiple times (i.e., as a sub in multiple teaming arrangements), pay close attention to your QPs. Submitting the same qualifying project for the same domain and IDIQ in different teaming arrangements will lead to an immediate rejection. This includes using it as qualifying work for both a joint venture and a bid under your company name.

Evaluation Criteria

While QPs may differ for each domain you bid, the remaining qualifications will likely be the same across all domains.
- Corporate Experience qualifications may include credit for winning competitive Tasks orders on a multiple award IDIQs, and providing support to multiple federal agencies.
- Government-Approved Systems points will be awarded based on having approved systems or certifications such as accounting systems, billing rates, security clearances, etc.
- Other certifications will include CMMI and ISO certifications. CMMC compliance is not yet a requirement, but may be a factor for task order awards.

Qualifications and thresholds for each IDIQ and Domain <u>may differ</u>.
- The qualifications will be similar for each of the Small Business Set Aside IDIQs, but lower thresholds may be set in certain areas to maximize representation in underrepresented socioeconomic areas.
- Higher thresholds or additional qualifying criteria may be set for the Unrestricted IDIQ.

Additional Evaluation Criteria will be released throughout FY2022.

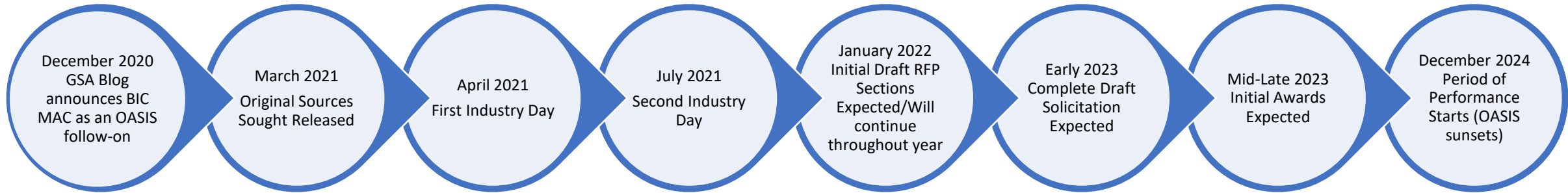### Example Qualifications Matrix: SB Set Aside, Technical & Engineering Domain

#	Capability	Qualification	Max #
1	QP - General	QP - General criteria: (1) at least 3 QPs are Relevant to the Domain's scope, (2) each QP's annual value exceeds $250K, and (3) each QP has above acceptable average PP rating. Each Relevant QP receives 4 evaluation credits; each non-Relevant QP receives 2 credits.	20
2	QP - Scale	Offeror receives one credit for each QP that demonstrates any one of the following: __Annual value over $1M or 5 FTEs __Annual value over $5M or 25 FTEs (this credit is in addition to the credit for $1M / 5 FTEs) Note that credit is provided for total annual project value and/or FTEs, not just the portion Relevant to this Domain.	8
3	QP - Integrated	Offeror receives one credit for each QP that demonstrates any one of the following: __Performance spanned > 10 different LCATs __Performance spanned 5 or more distinct functional areas. Generally, functional areas are those services-related subcategories defined by the Category Management Leadership Council, such as tech. & engineering, R&D, financial services, etc. __Managing 5 or more subcontractors/teaming partners	5
4	QP - Management & Staffing	Offeror receives credit for each QP that demonstrates any one of the following: __Surge Capability: providing surge support (+10% level of effort increase) with < 30 days lead time. To qualify, the vendor must demonstrate that the surge requirements were actually requested by the Government (unexercised options wouldn't qualify) __Retention: QP where (A) there was no turnover of key personnel (KP), provided 3 or more KP are designated in the contract OR (B) the turnover rate was less than 10% for all direct labor supporting the contract per year of contract performance. __Providing services that involve 5 or more personnel with individual security clearances (Secret, Top Secret, TS-SCI)	5
5	QP - Innovation	Offeror receives credit for a QP demonstrating any of the following uses of emerging technology: __Model Based Systems Engineering / Digital Engineering (ref.) __Robotic Process Automation __Distributed Ledger Technology __Immersive Technology (virtual/augmented reality)	1
6	Corporate Experience: Competition	Offeror receives credit for competitive task orders in MA-IDIQ environment (1 for each award). At least 2 task order proposals were received to be considered competitive.	5
7	Corporate Experience: Federal	Offeror receives credit for having any of the following qualifications: __Providing services in support of 3 or more distinct Federal Agencies (reference)	1
8	Government-Approved Systems	Offeror receives credit for having the following Government-Approved systems: __Cost Accounting System __Approved billing rates (e.g., Forward Pricing Agreements)	1
9	Government-Approved Systems	Offeror receives credit for having one of any of the following Government-Approved systems: __Purchasing System __Estimating System __EVMS __Material Management and Accounting System __Property Management System	2
10	Government-Approved Systems	Offeror receives credit for having one of any of the following Facility Clearance Levels: __Top Secret __Secret FCL	1
11	Other Certifications	Offeror receives credit for having one of any of the following certifications: __Capability Maturity Model Integration (CMMI) - Level 3 __ISO 27001:2013 (Information Security) __ISO 9001:2015 (Quality Management) OR __ISO 22301 Business Continuity	1
		TOTAL CREDITS AVAILABLE	50
		DRAFT SB Qualification Threshold	35

2) Are you a current awardee on any of the following vehicles?

  a) OASIS (SB or Unrestricted)
  b) HCaTS (SB or Unrestricted)
  c) BMO
  d) Multiple Award Schedule
  e) None of these vehicles

Assess Your Experience

- Based on industry feedback, the median cost to prepare a proposal for Services MAC is $50,000. Determine your competitiveness early to make sure to spend your proposal budget effectively.
- This is not an entry level contract; however, the barriers to entry may be lower than those set for the OASIS vehicles.
- Subcontractor work can be included to prove past performance, so look at your experience on all levels.
- Domain experience can be proven with NAICS, PSC Codes, or other codes for work at international, local or state levels; document all relevant projects even if you don't have a NAICS code for the work.
  - Make sure to document which NAICS your experience falls under in preparation, though – and add those NAICS to your company profile in SAMS.
- OCONUS work should be noted as it is likely to help your bid. GSA looked into having a separate category for contractors with OCONUS experience originally, but their surveys showed companies with this experience in each of their planned domains. It is expected to be a requirement on some tasks.
- Review your current and upcoming bids to look for any qualifying experience that you are currently building. A minimum of 6 months of work must be completed for a project to be included. With rolling admissions entry, you can wait to bid until you have the experience.

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December 2020 GSA Blog announces BIC MAC as an OASIS follow-on

March 2021 Original Sources Sought Released

April 2021 First Industry Day

July 2021 Second Industry Day

January 2022 Initial Draft RFP Sections Expected/Will continue throughout year

Early 2023 Complete Draft Solicitation Expected

Mid-Late 2023 Initial Awards Expected

December 2024 Period of Performance Starts (OASIS sunsets)

GSA has been collecting information from industry, agency and partners to build this vehicle for the past year. They are using previously gathered feedback to inform decisions and sharing that information after each iteration. The goal is to get this right, and not to rush the solicitation.

Responses to the RFIs and Draft RFP are not required to bid but tracking the progress and submitting input gives you the opportunity to help shape a favorable outcome when the solicitation is released.
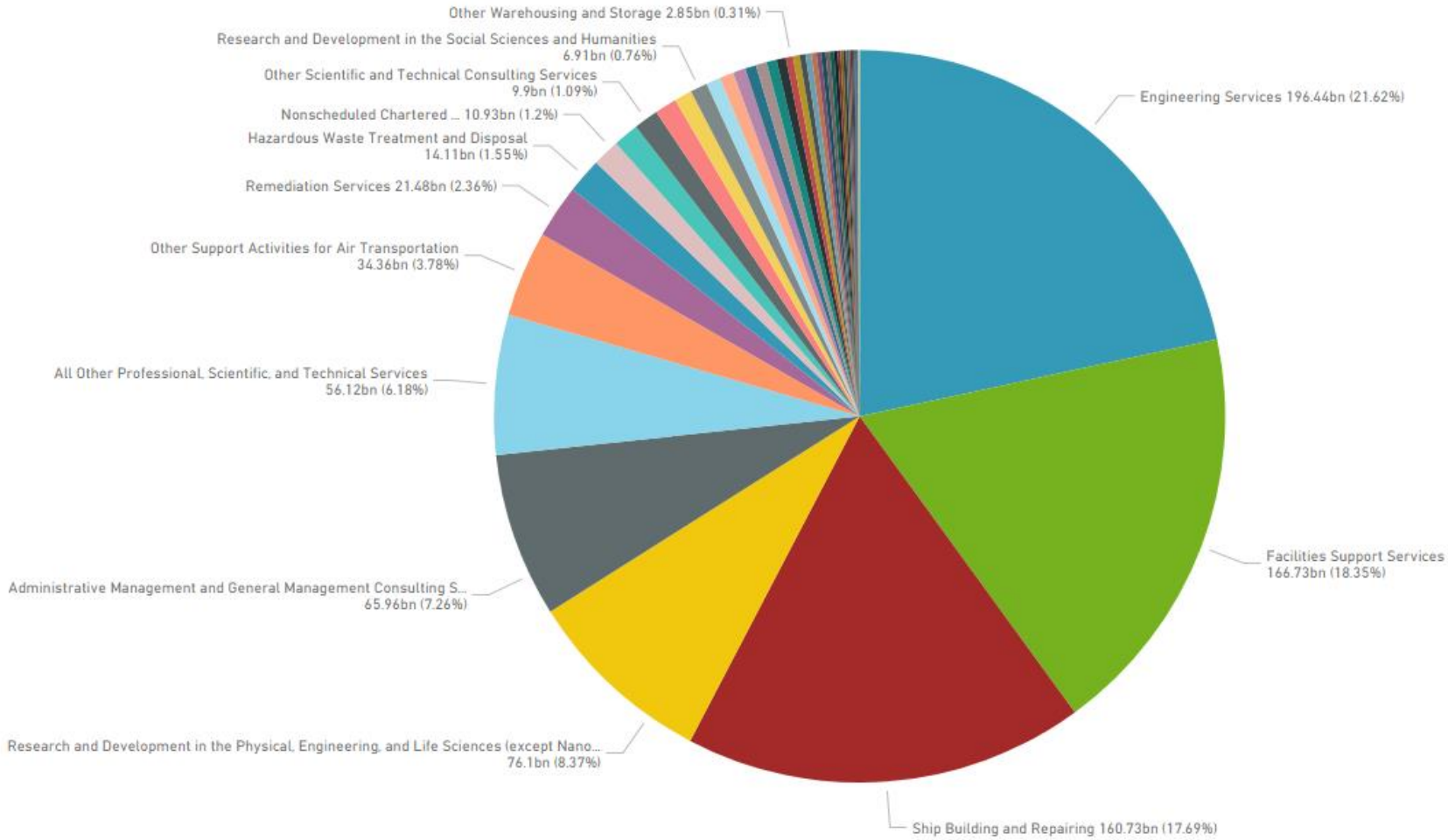
At this time, GSA anticipates that the Phase 2 Domains will be solicited 12 - 18 months after the Phase 1 Domains.
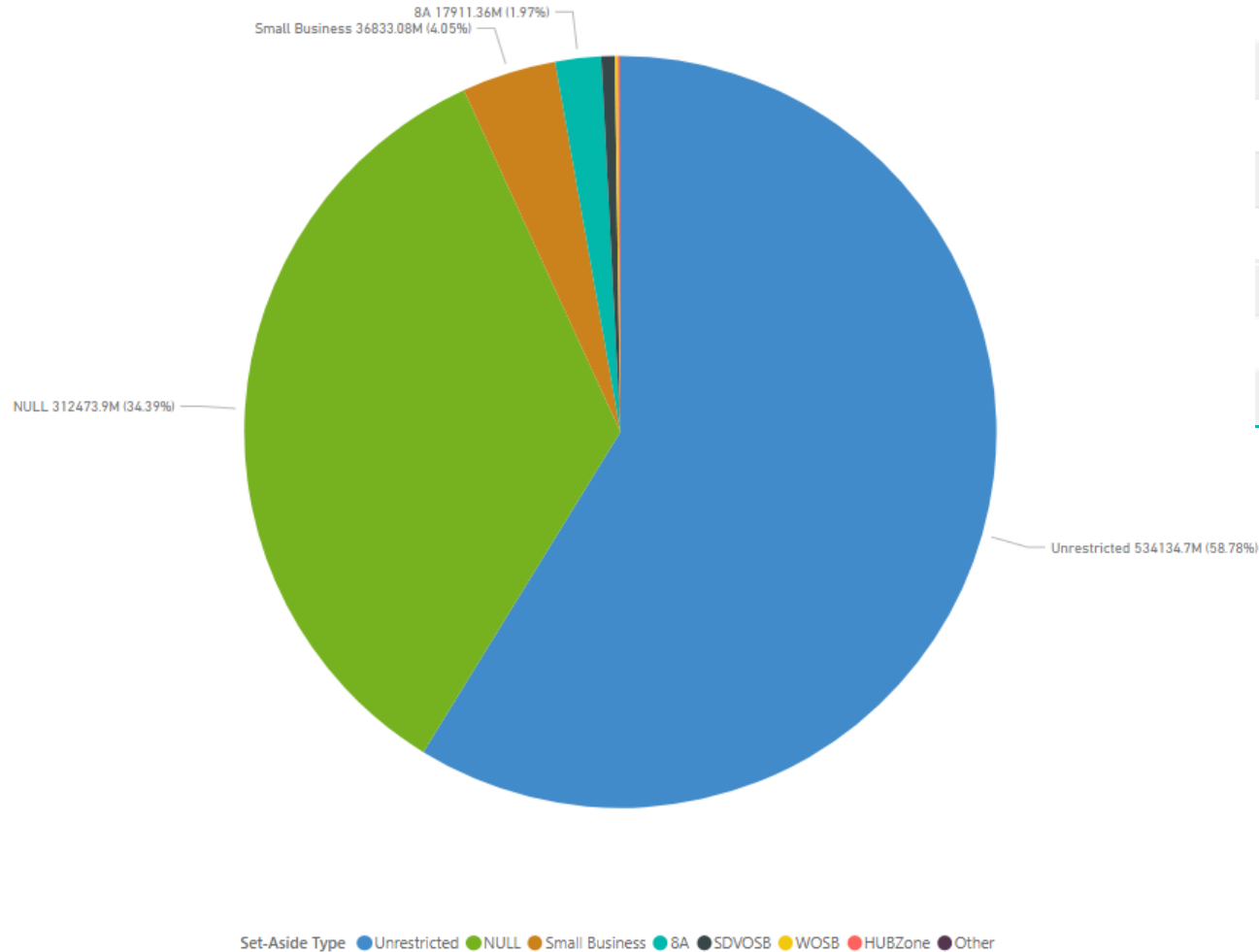
3) Which pool(s) do you plan to bid?

a) Total Small Business, SDVOSB, or WOSB
b) 8(a) Small Business
c) HUBZone Small Business
d) Unrestricted
e) Uncertain or Don't Intend to Bid

- Data used in this presentation primarily comes from FPDS award data, using funding value unless otherwise specified.
- Data is for contracts with end dates of October 1, 2017 at the latest, as that aligns with having work performed within the approximate time period based on estimated solicitation drop dates.
- Each award included in the results had an average annual value of at least $250,000 using either the signed date or the effective date from FPDS as the start date (whichever created the higher annual value) as neither value was set for all FPDS data in the results set.

NAICS With Highest Funded Values

Other Warehousing and Storage 2.85bn (0.31%)
Research and Development in the Social Sciences and Humanities 6.91bn (0.76%)
Other Scientific and Technical Consulting Services 9.9bn (1.09%)
Nonscheduled Chartered ... 10.93bn (1.2%)
Hazardous Waste Treatment and Disposal 14.11bn (1.55%)
Remediation Services 21.48bn (2.36%)
Other Support Activities for Air Transportation 34.36bn (3.78%)
All Other Professional, Scientific, and Technical Services 56.12bn (6.18%)
Administrative Management and General Management Consulting S... 65.96bn (7.26%)
Research and Development in the Physical, Engineering, and Life Sciences (except Nano... 76.1bn (8.37%)

Engineering Services 196.44bn (21.62%)
Facilities Support Services 166.73bn (18.35%)
Ship Building and Repairing 160.73bn (17.69%)

Funded Values by Set Aside across NAICS for all of the Phase 1 Domains

Set-Aside Type	Funded Value (Sum)	Funded Value (%)	# Bids (Ave)
Unrestricted	534,134,697,273.03	58.78%	8.08
NULL	312,473,897,169.35	34.39%	3.20
Small Business	36,833,080,154.11	4.05%	32.74
8A	17,911,355,930.64	1.97%	2.28
SDVOSB	5,172,922,761.46	0.57%	5.40
WOSB	1,203,140,224.21	0.13%	3.99
HUBZone	721,561,060.30	0.08%	4.19
Other	254,043,066.39	0.03%	3.08
Total	908,704,697,639.49	100.00%	8.83

Data-Driven Decisions

Funded Amount by Domain

Facilities: $529,845,398,711.49
Intelligence Services: $431,509,503,690.27
Enterprise Solutions: $413,393,355,867.92
Logistics: $646,409,792,347.97
Management & Advisory: $155,123,082,248.82
Research and Development (R&D): $426,931,783,788.28
Technical and Engineering: $533,402,468,996.46
Environmental: $471,488,443,405.32

Data-Driven Decisions
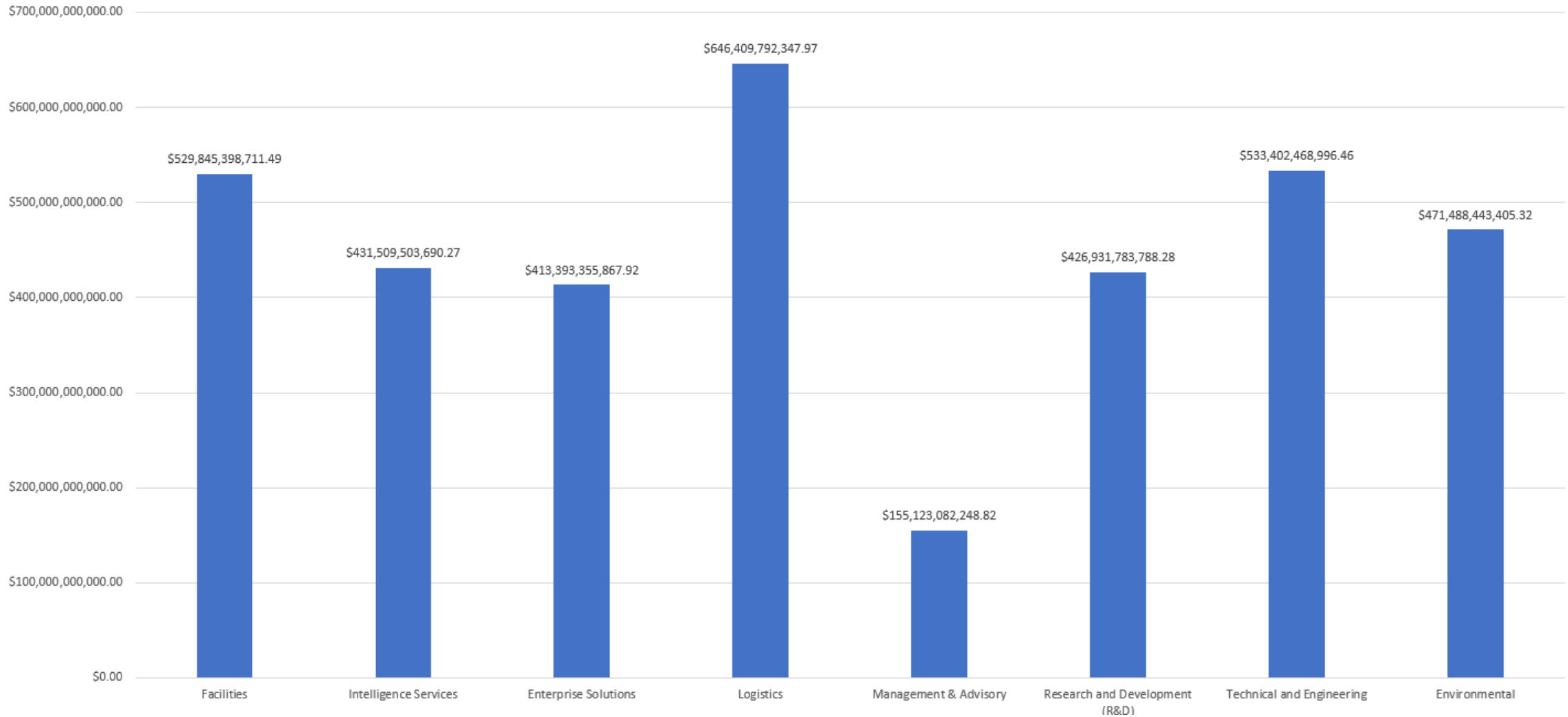
Enterprise Solutions Domain: Companies with the Highest Funded Values Across the Services MAC Set Aside Categories

Set Asides ● 8A ● HUBZone ● SDVOSB ● Small Business ● WOSB

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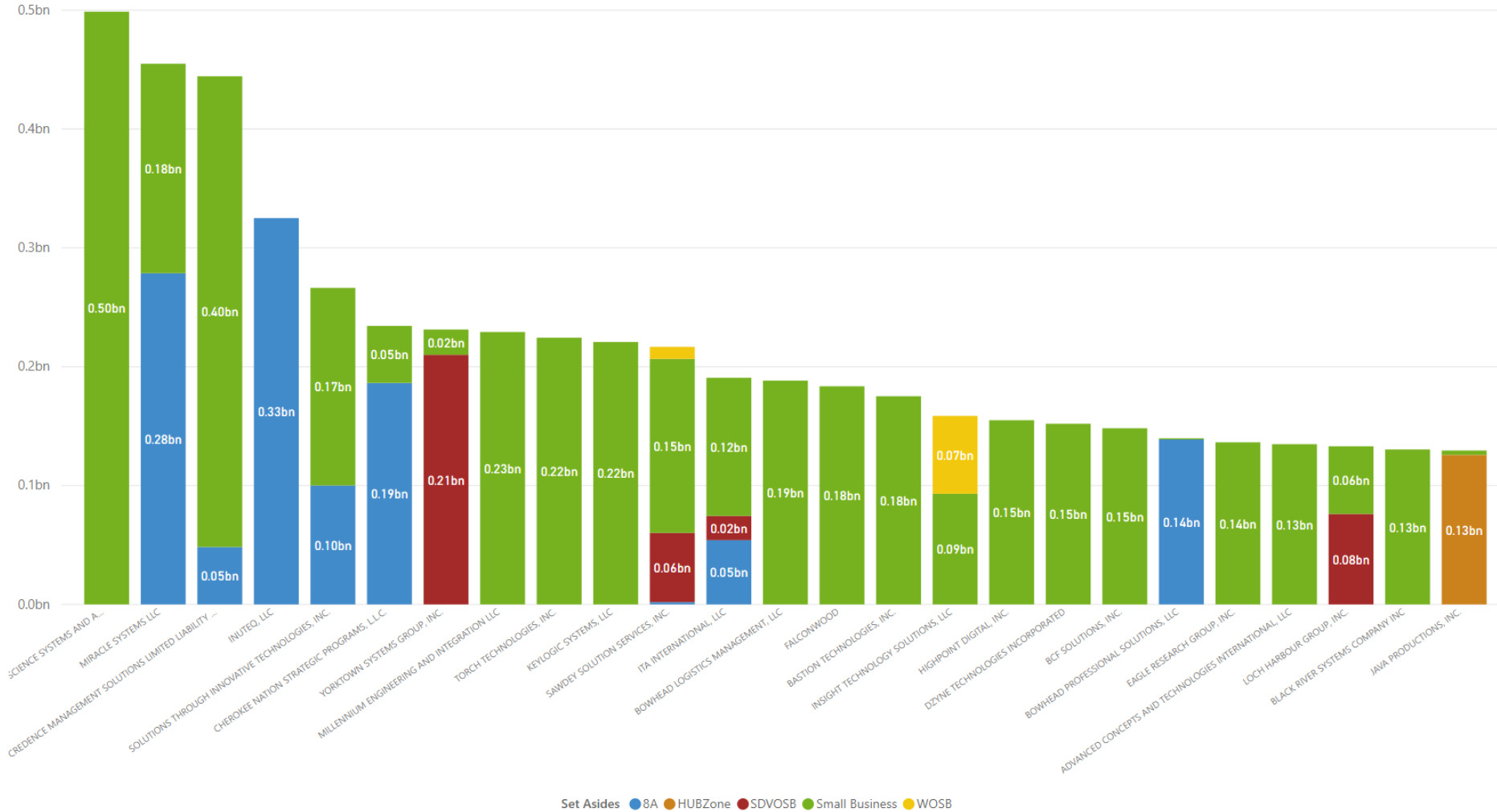
Environmental Domain: Companies with the Highest Funded Values
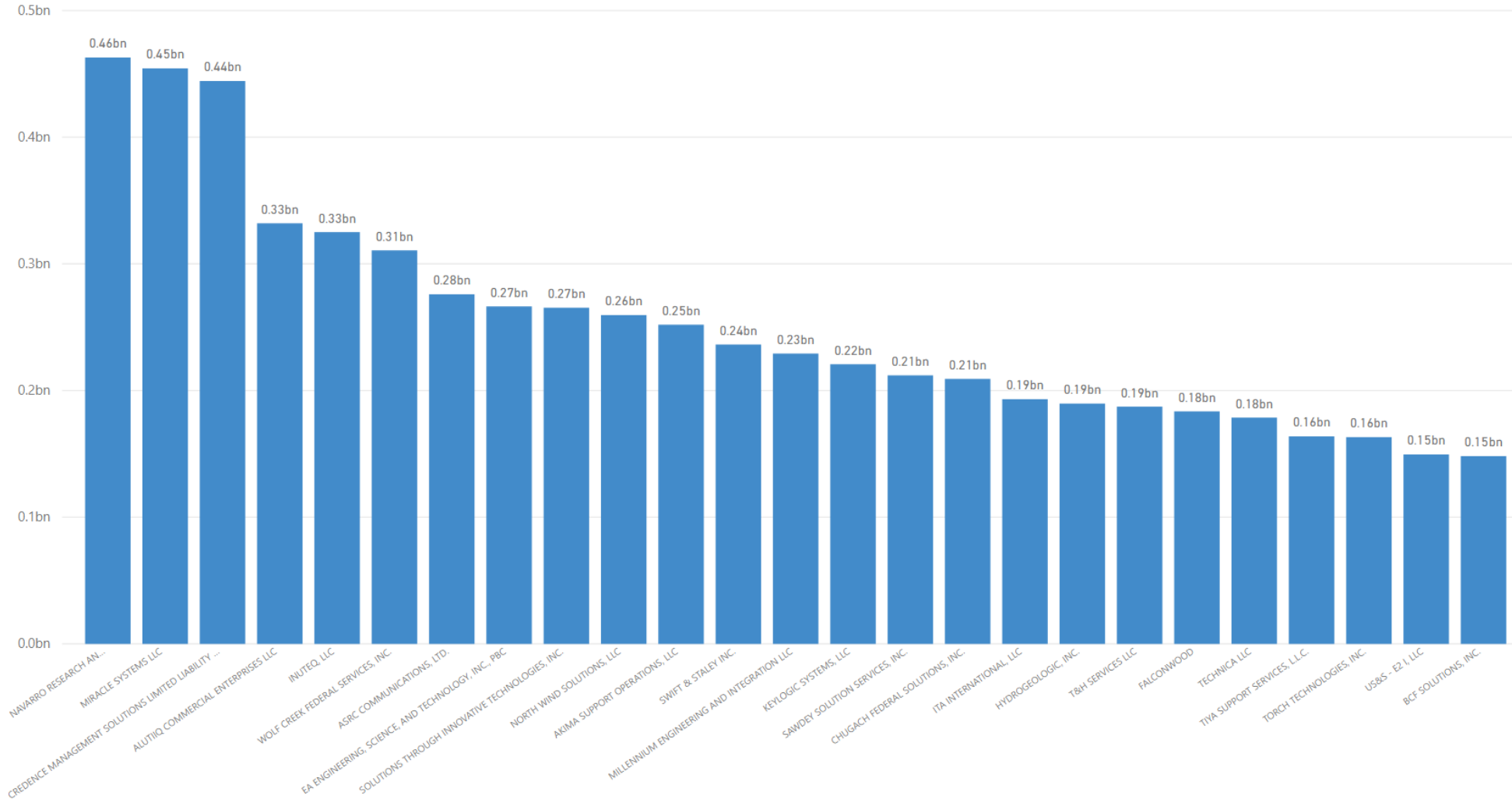
Environmental Domain: Companies with the Highest Funded Values Across the Services MAC Set Aside Categories
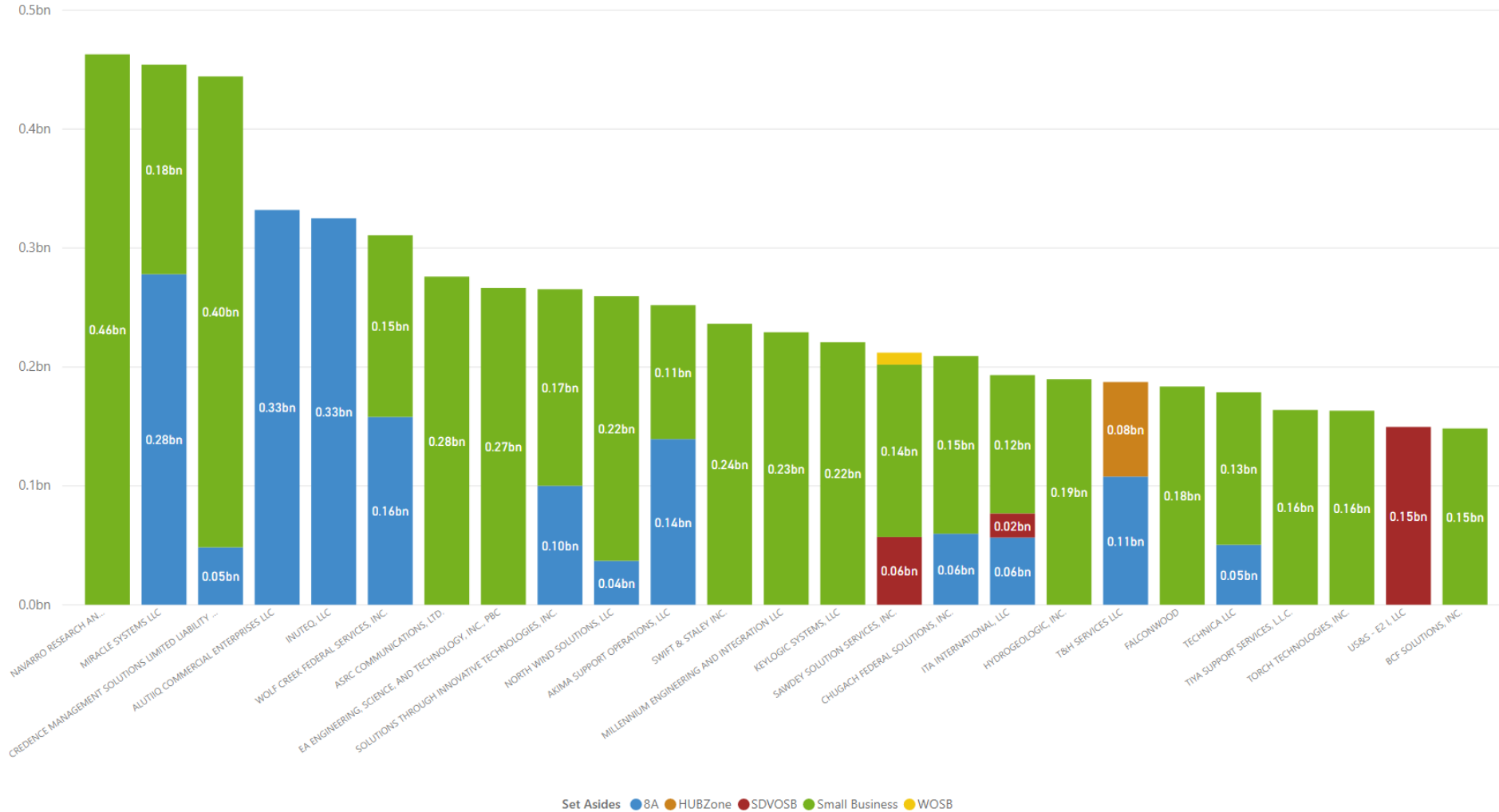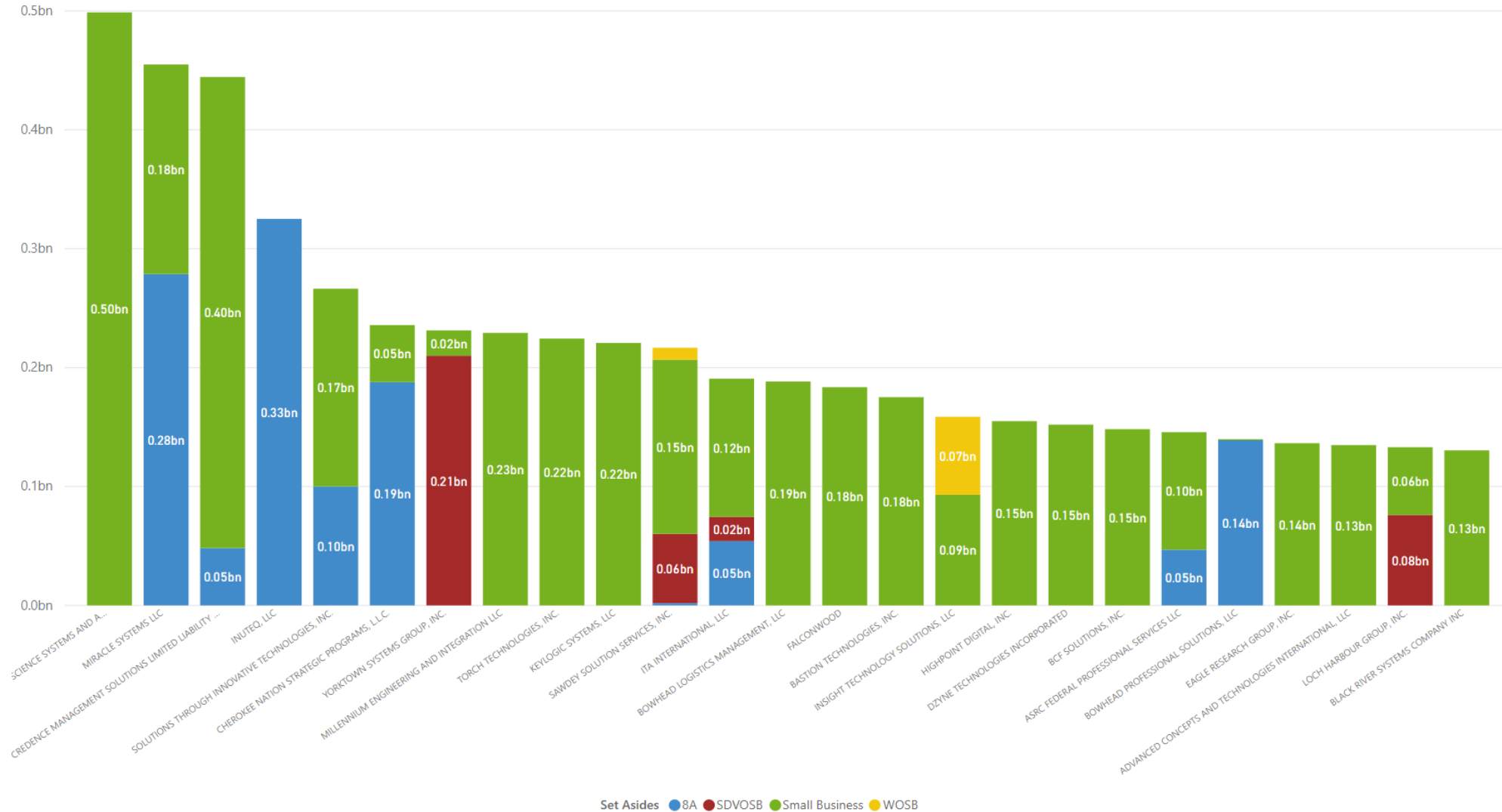
Facilities Domain: Companies with the Highest Funded Values
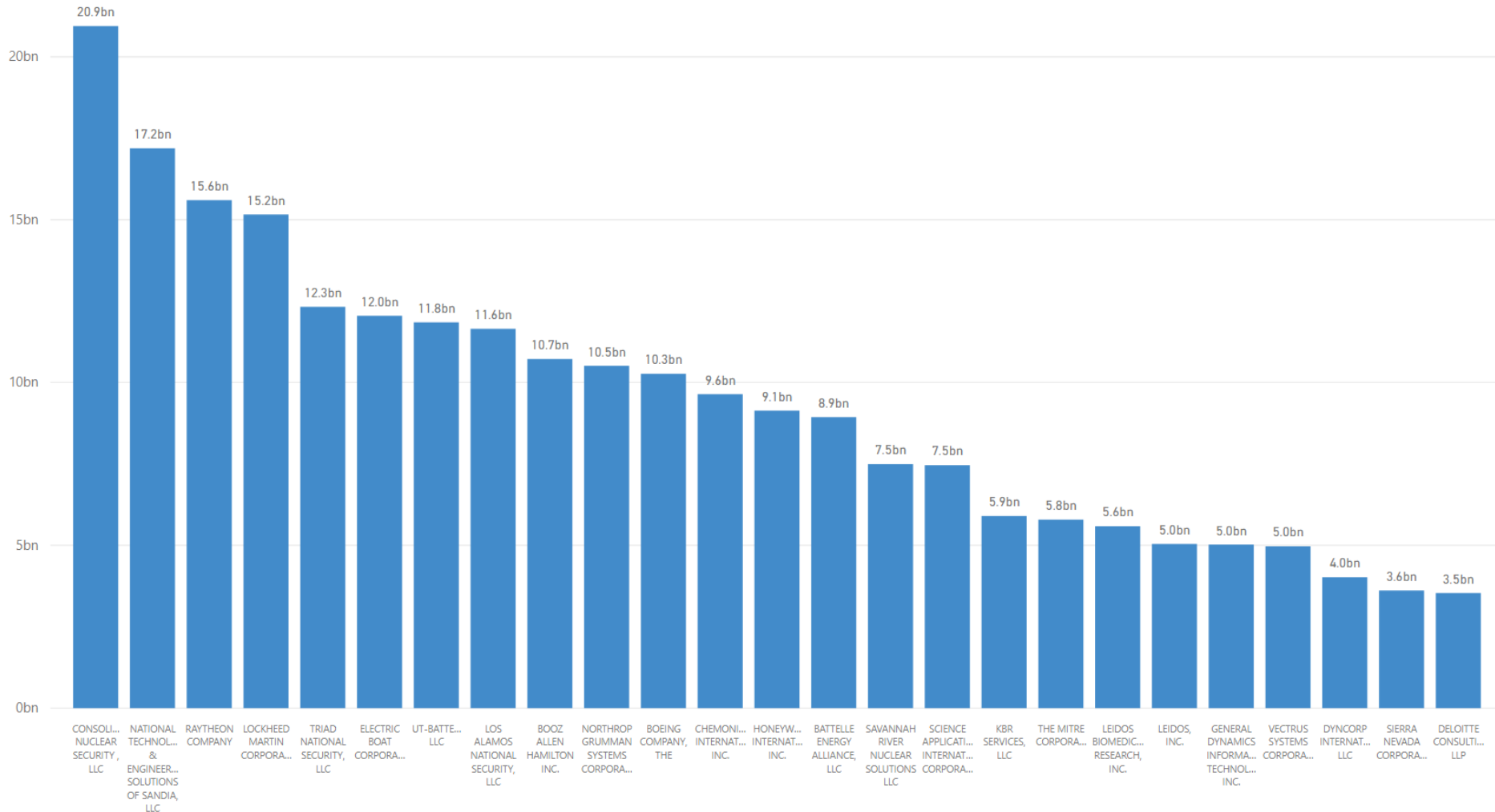
Facilities Domain: Companies with the Highest Funded Values Across the Services MAC Set Aside Categories
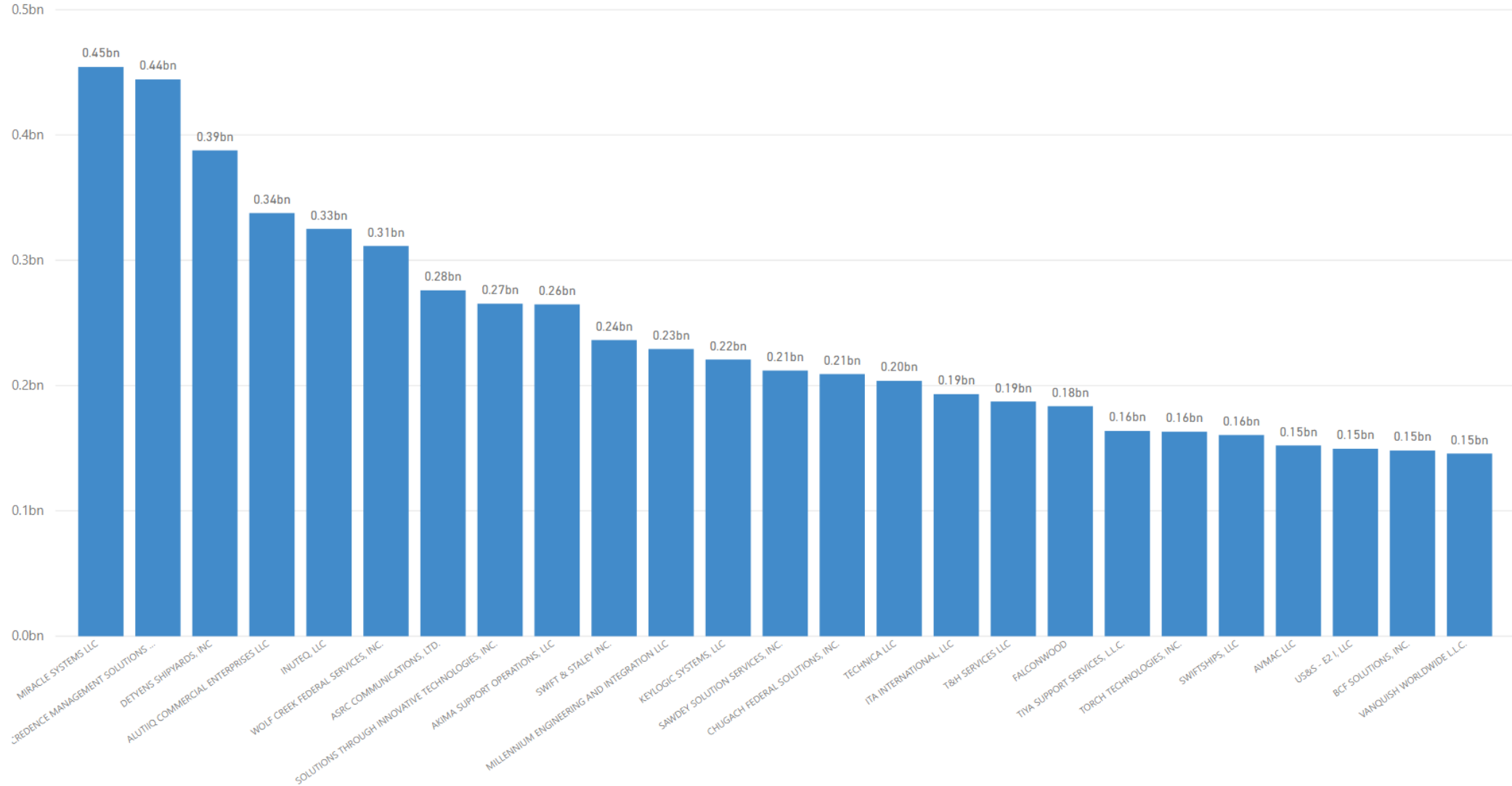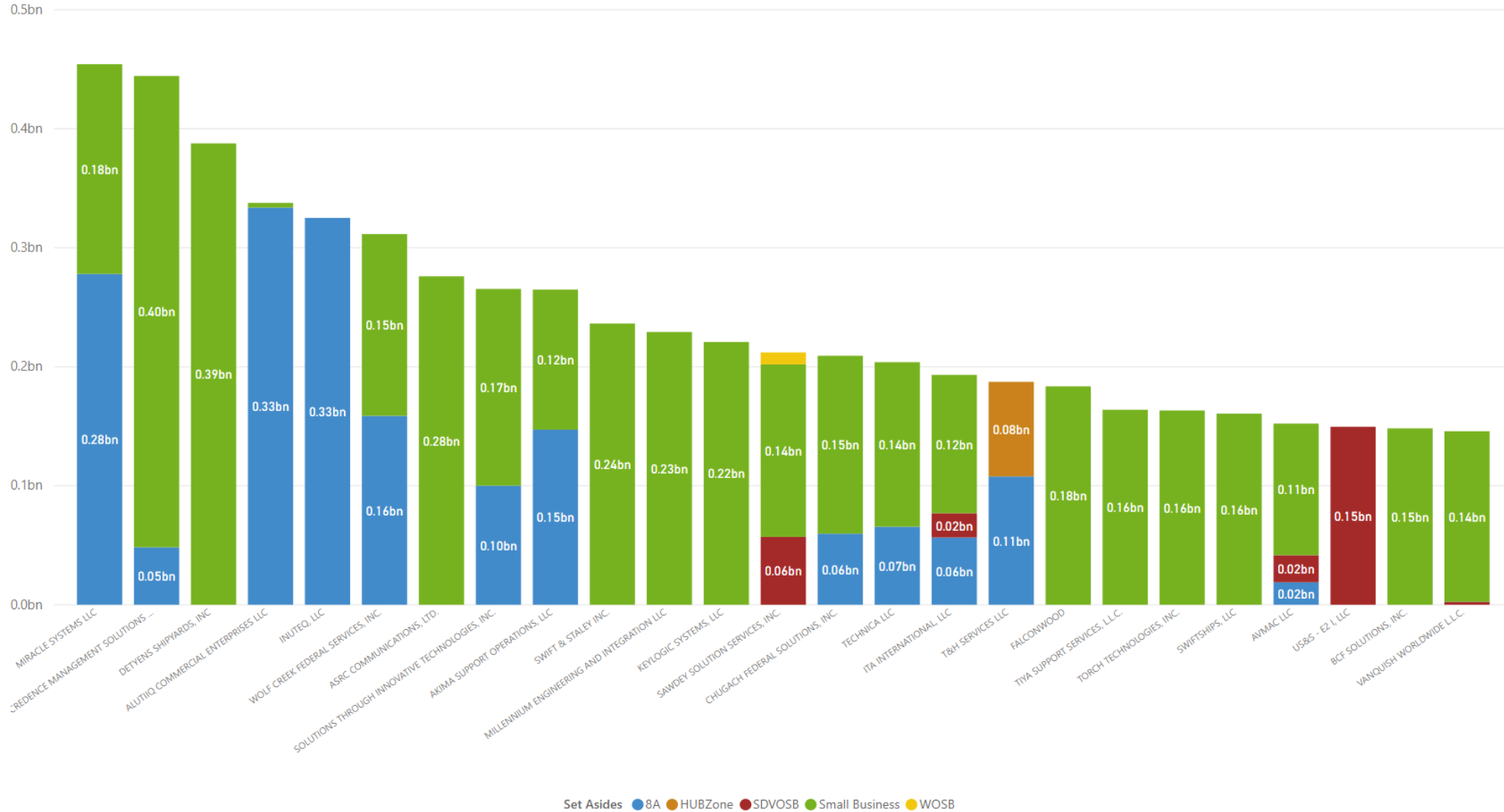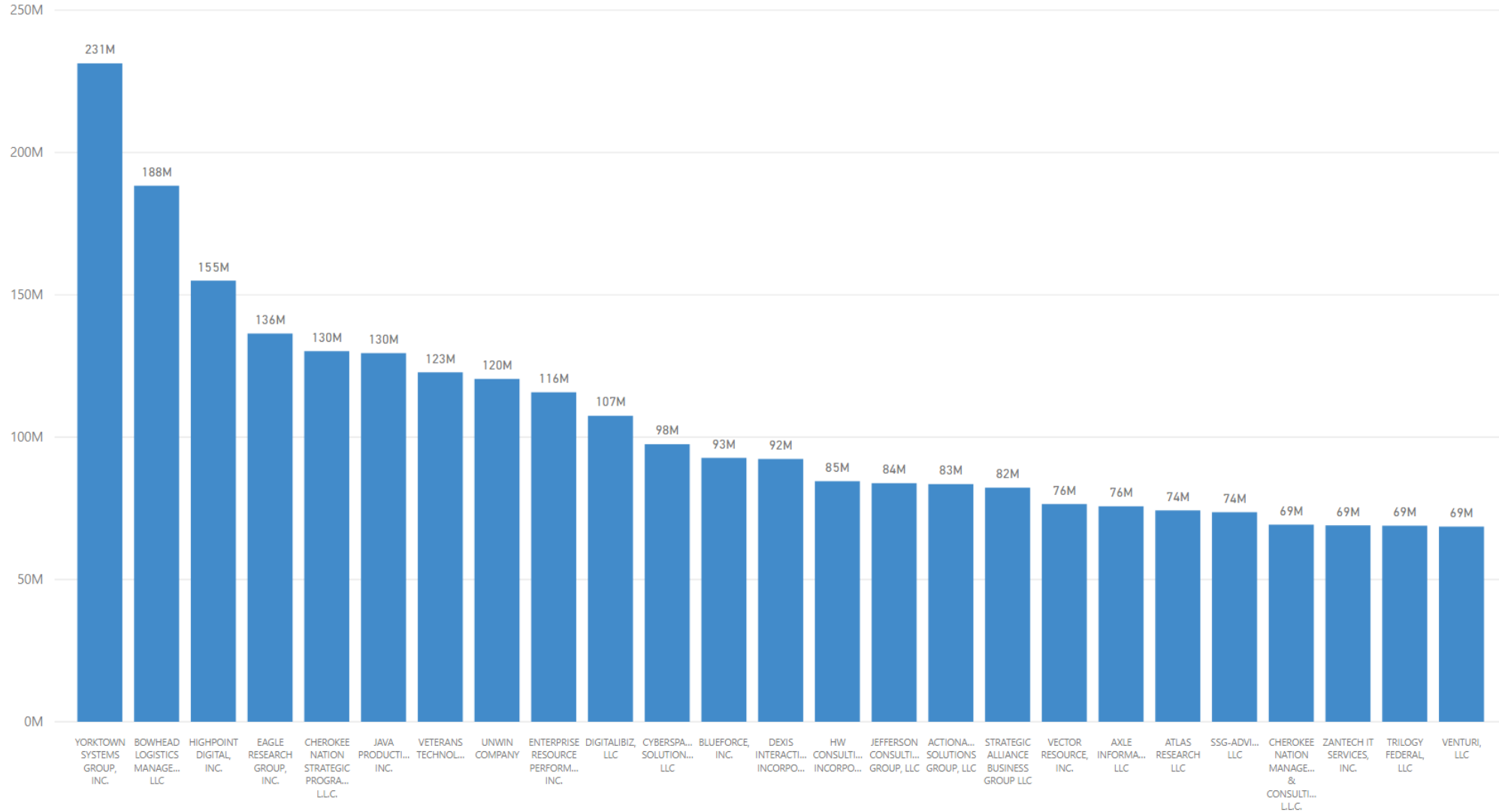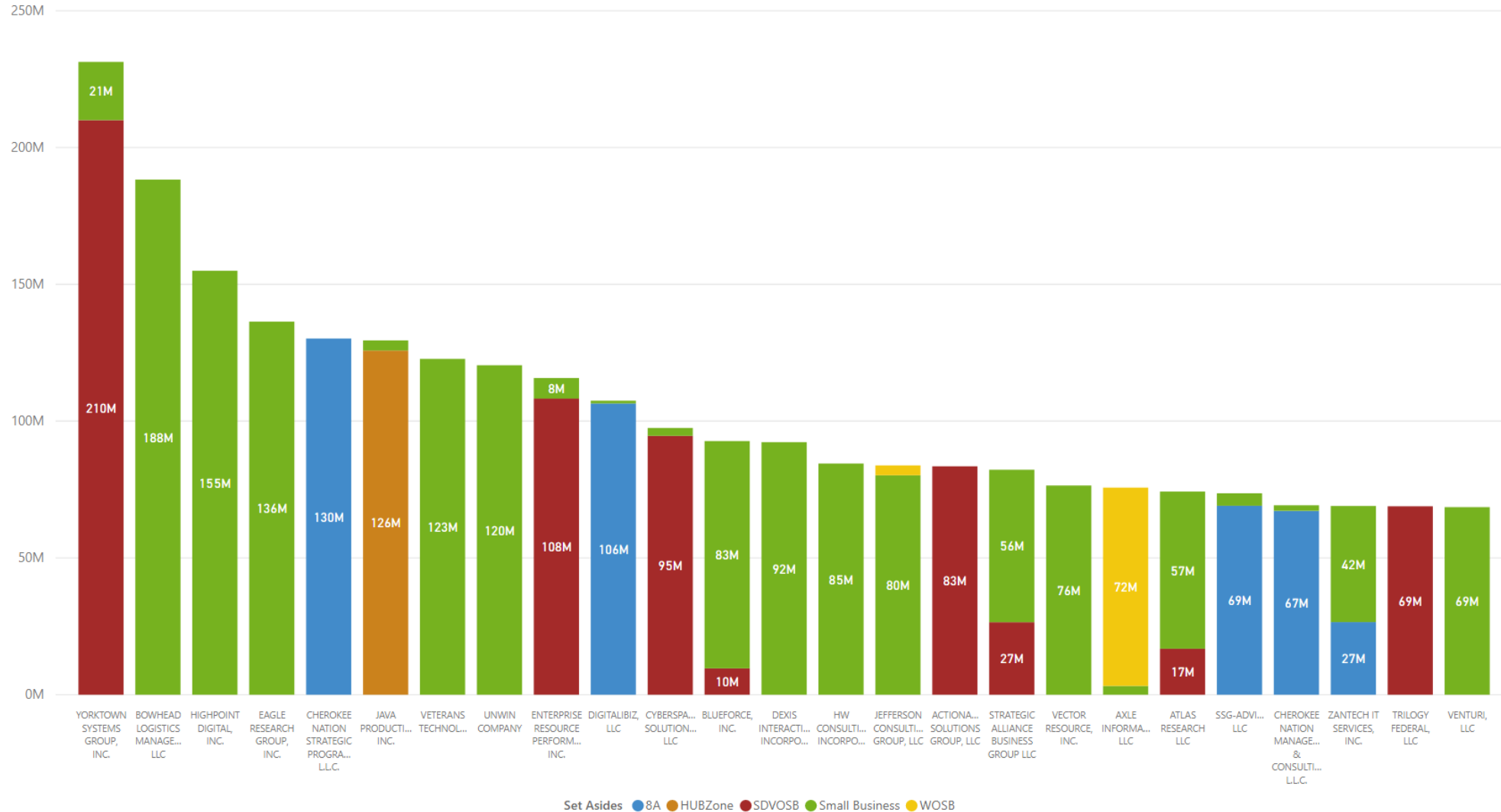
Set Asides ● 8A ● HUBZone ● SDVOSB ● Small Business ● WOSB

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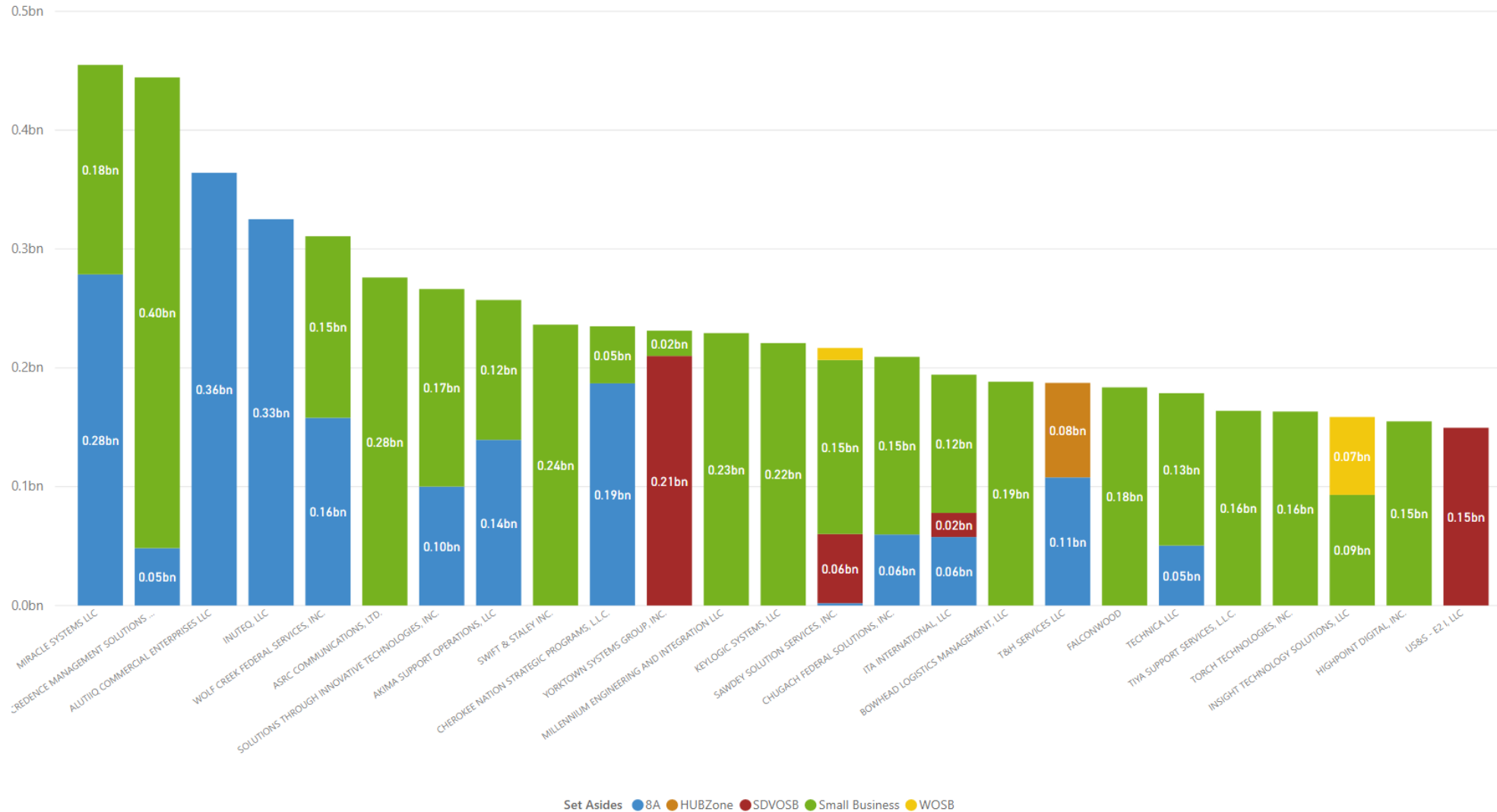
Intelligence Services Domain: Companies with the Highest Funded Values Across the Services MAC Set Aside Categories

Set Asides ● 8A ● SDVOSB ● Small Business ● WOSB

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Logistics Domain: Companies with the Highest Funded Values

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Logistics Domain: Companies with the Highest Funded Values Across the Services MAC Set Aside Categories

Set Asides ● 8A ● HUBZone ● SDVOSB ● Small Business ● WOSB

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Data-Driven Decisions

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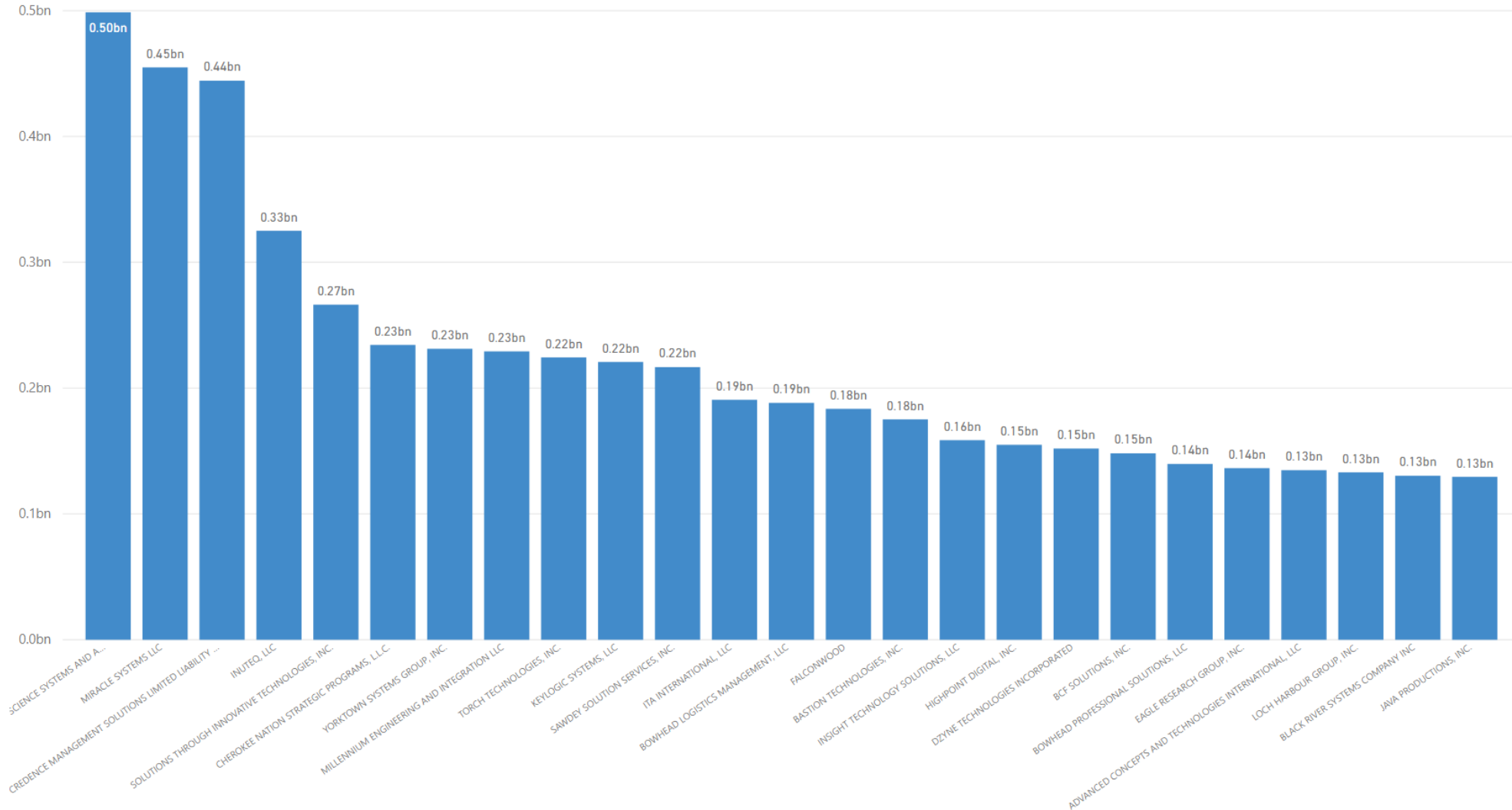GovCon's Market Intelligence & Pursuit Platform

Management & Advisory Domain: Companies with the Highest Funded Values

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R&D Domain: Companies with the Highest Funded Values Across the Services MAC Set Aside Categories
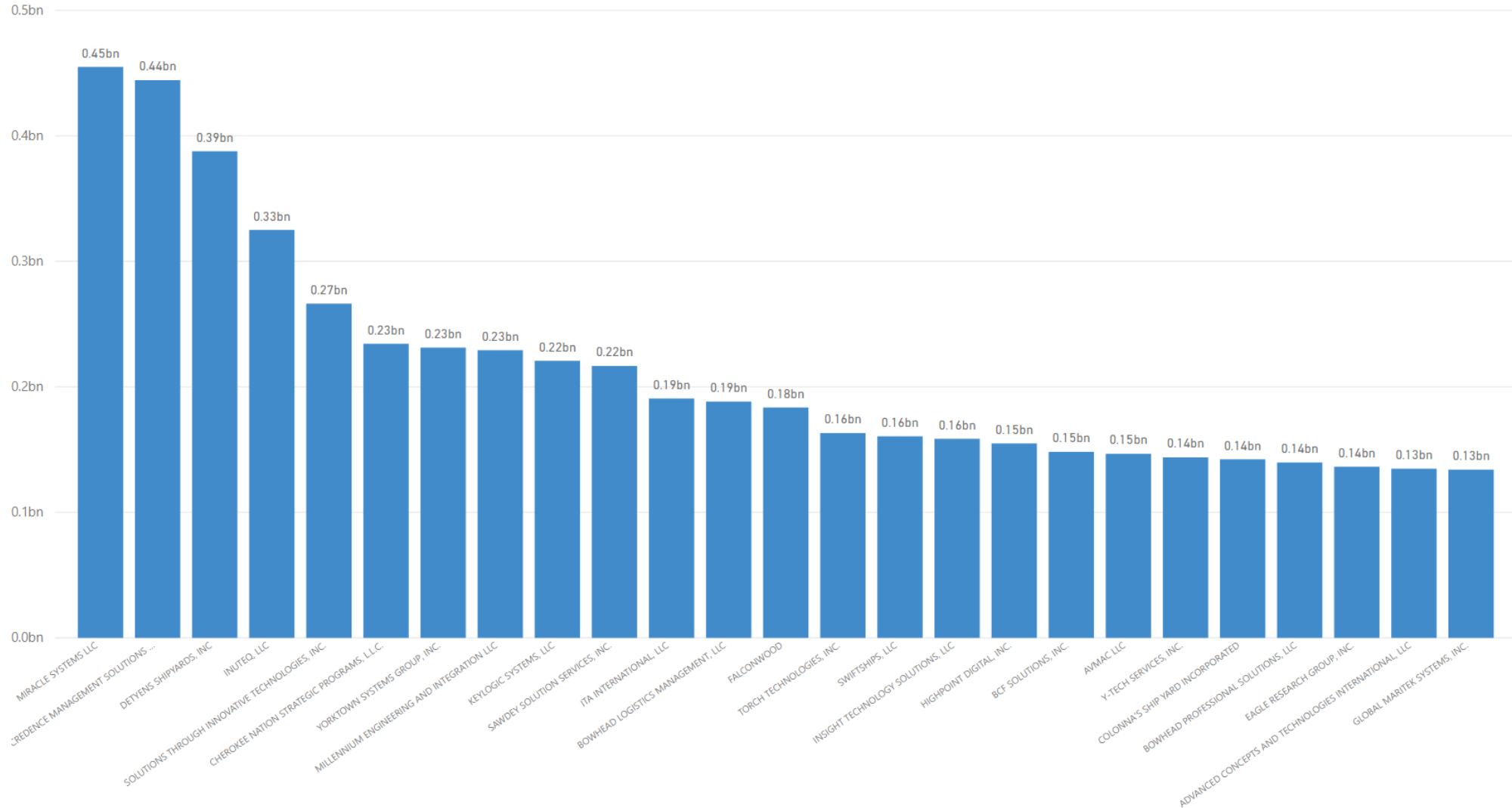
Set Asides: 8A, HUBZone, SDVOSB, Small Business, WOSB

Data-Driven Decisions

Technical & Engineering Domain: Companies with the Highest Funded Values

Data-Driven Decisions

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Technical & Engineering Domain: Companies with the Highest Funded Values Across the Services MAC Set Aside Categories

Set Asides ● 8A ● SDVOSB ● Small Business ● WOSB

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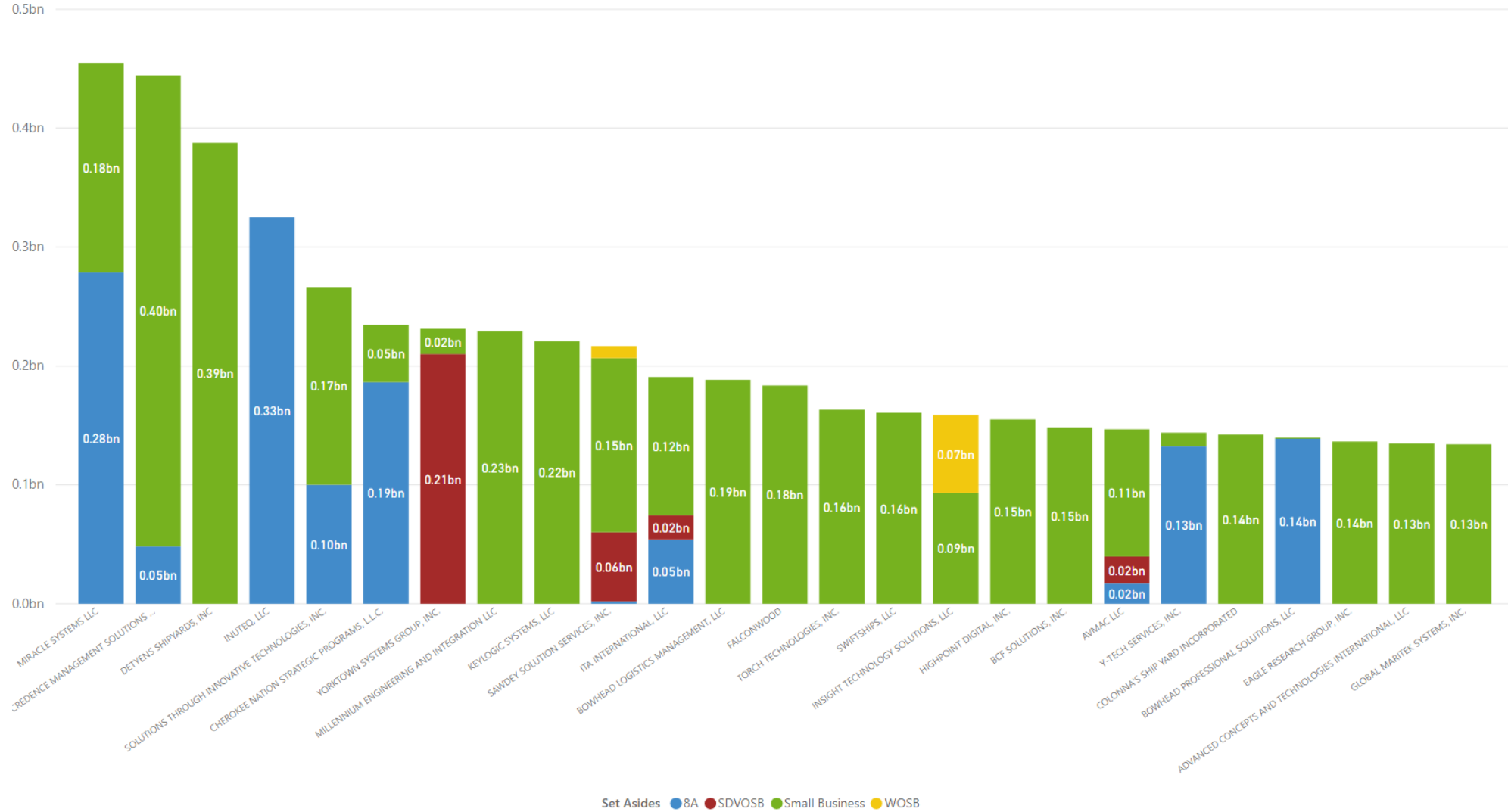
Provide Feedback!

Look for opportunities to provide feedback and influence the development of these vehicles to go your way. Currently there are three open surveys looking for industry feedback:

- Surge Capability Agency customers have expressed the importance of having contractors with the capability to provide surge support. This relates to the ability to fulfill additional urgent requirements not identified at the time of award (in terms of specific schedule and/or quantities) with minimal advance notice through reachback support. GSA is seeking feedback from industry on objective, verifiable, and non-burdensome methods for vendors to demonstrate this capability
- Retention Agency customers have overwhelmingly indicated that high personnel turnover negatively impacts successful performance and achievement of mission objectives. High turnover, particularly for key personnel, causes performance delays and places a significant burden on Government resources needed to onboard new personnel (e.g., through security clearances, in IT systems, badging offices, etc.). Because an ability to retain personnel throughout performance is a priority qualification for customers, GSA is seeking feedback from industry on objective, verifiable, and non-burdensome methods for vendors to demonstrate this capability.
- Emerging Technology Agency customers have expressed the importance of ensuring cutting edge services providers are available on the contract to ensure that the IDIQ is on the forefront of innovation. The definition of what constitutes "emerging technology" would be tailored to each Domain and detailed in the solicitation, although many of the emerging technologies considered will cross Domains. GSA is seeking feedback from industry on specific emerging technologies employed for each of the Phase 1 Domains, as well as objective, verifiable, and non-burdensome methods for vendors to demonstrate this capability.

Follow GSA and Capture2Proposal for all opportunity updates

- Keeping up to date isn't as easy as just following the solicitation on SAMS; GSA releases information through their website, their blogs, GSA Interact, LinkedIn and Twitter.

  - SAM's Opportunity: https://sam.gov/opp/762670e7ddd940db96fb85799449f3c8/view
  - GSA Main Services Website: https://www.gsa.gov/buying-selling/products-services/professional-services/buy-services/professional-services-schedule/new-services-multiagency-contract-mac
  - GSA Services MAC Interact Community: https://interact.gsa.gov/group/new-services-multi-agency-contract-mac-community-interest
  - GSA Blog: https://www.gsa.gov/blog
  - LinkedIn: https://www.linkedin.com/company/gsa/
  - Twitter: http://twitter.com/usgsa

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Questions and Answers

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