

## **8(a) STARS II Open Season Proposal Response Kit Sample**

This document contains sample pages of the following STARS II Proposal Response Kit items:

1. STARS II Open Season Proposal Content (MAP, CAP, RI) – 35 pages total
  - a. Cover Page
  - b. Table of Contents
  - c. Page 1 User Guide
  - d. Page 1 of Marketing Action Plan Content
2. STARS II Open Season Proposal Assembly Guide – 4 pages total
  - a. First page.
3. STARS II Open Season Proposal Strategy Guide – 9 pages total
  - a. First page.
4. STARS II Open Season in Plain Language – 13 pages total
  - a. Cover Page
  - b. Table of Contents
  - c. First two pages
5. STARS II Pricing Information
  - a. Sample Alaska locality pricing by STARS II vendor
  - b. Sample government site – contractor site differential information
  - c. Sample locality differential information

The purpose of the sample is to provide brief examples of the material included with the Proposal Response Kit.



**PROPOSAL**  
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**2015**

**QTA0015MDA2001 STARS  
II OPEN SEASON S2OS  
PROPOSAL CONTENT FOR MAP,  
CAP AND RI SUBMISSIONS**

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## 1 USERS GUIDE

The content is intended to provide a strong baseline for creating 8(a) STARS II CAP, MAP and Responsibility Information submissions. Although this content will greatly reduce the time required to create a successful 8(a) GSA STARS II proposal, it is not a stand alone, turnkey proposal submission.

The response kit is made up of two kinds of information:

1. Sample proposal content that can be used in your proposal.
2. Content strategy notes that are for reference and should not be used in your proposal. **Strategy notes will be in blue highlight.**

Content items that need customization to your company (company name, personnel names, etc) are **presented in yellow highlight**. You must adjust these and remove highlighting after being brought into your proposal.

### 1.1 CUSTOMIZING THE CONTENT

The sample content in this kit must be customized to fit your business and final proposals. Multiple users are using the response kit to complete their STARS II submissions. GSA reviewers will likely identify multiple proposals that simply copy/paste the sample content without making adjustments – **NOT CUSTOMIZING THIS MATERIAL MAY RESULT IN YOUR OFFER BEING REJECTED BY THE GSA.**

There are several techniques that can be used to customize content and are listed below.

1. Add your own sections and subsections with additional content. Bringing in your unique approach ideas as content under new section and subsection headings will differentiate your proposal from others.
2. Add charts, process flows, and other graphics used in your company's proposal submissions
3. Add additional content within sample proposal content provided in this document. Build up a section with a new paragraph of information. New introduction or conclusion paragraphs (even 2 lines of content) outlining your company's philosophy in a subject area will also create customization.
4. Adjust sample content paragraphs with minor rewriting and edits. Say the same thing using slightly different verbiage.
5. Reorder content presented in numbered lists or bullet points. Move a couple bullets up or down in the list.
6. Use different formatting techniques as described in the last section 6.
7. This document uses Arial font size 12. Be sure to change sample content font to your baseline proposal's font style.

Following these customization methods will allow you to submit a unique proposal.

**MARKETING ACTION PLAN (MAP)  
CONTENT BEGINS AFTER THIS PAGE**

**THE MAP HAS A PAGE LIMIT OF 20 AND  
MUST BE SUBMITTED AS A SEPARATE  
DOCUMENT**

## 2 MARKETING ACTION PLAN (MAP) CONTENT

### 2.1 SMALL BUSINESS GWAC CENTER ROLES AND RESPONSIBILITIES

This content was derived from the 8a STARS II solicitation documents and the STARS II Contract Ordering Guide.

The 8(a) STARS SB GWAC is responsible for managing the STARS II program under the General Services Administration guidelines. The Center's significant roles include, but are not limited to:

- Overseeing the 8(a) STARS GWAC multiple award, IDIQ contracts – both for industry partner awardees and federal agencies using the master contract vehicle.
- Training and approving federal agency customer Contracting Officers to be certified as 8(a) STARS II Ordering Contracting Officers (OCO).
- Reviewing potential contract Statement of Works (SOW) for scope compatibility under STARS II Functional Areas.
- Advising federal agency OCOs through the STARS II procurement process.
- Developing awareness and promoting the STARS II contract program to federal agencies.
- Providing contract administration for the program as a whole and for industry partner STARS II master contracts.
- Ensuring STARS II contract holders comply with contract administration responsibilities such as subcontract management, reporting, and company change notices.
- Monitoring and discouraging the use of “pass through” subcontracting practices.

Although the Center wishes to maximize the federal spending of STARS II to the stated \$10 billion dollar ceiling over the 10 year program, it is not the Center's responsibility to be the primary sales driver of the contract. This is the responsibility of individual contract awardees. We understands this important responsibility differentiation between the SB GWAC Center and **COMPANY XXX's**.

### 2.2 STARS II CONTRACT HOLDER (INDUSTRY PARTNER) ROLES AND RESPONSIBILITIES

This content was derived from the 8a STARS II solicitation documents and the STARS II Contract Ordering Guide.

**COMPANY XXX** will be required to properly administer the STARS II per contract administration requirements and develop sufficient marketing plans to sell our services to government customers. Our roles and responsibilities include, but are not limited to:

- Being knowledgeable of the SB CWAC Center's roles and responsibilities.

STARS II Open Season Proposal Deliverable	Responsible for Draft Info	Tab Name	Page Limit	# of sets	Notes
<p><b>Formatting Requirements:</b></p> <ul style="list-style-type: none"> <li>- 8.5 x 11 inch paper size</li> <li>- Single spacing</li> <li>- 12 pt font for text, recommend Arial or Times New Roman</li> <li>- 8pt or larger font for all tables, charts, graphs and figures is acceptable</li> <li>- font in screen shot intended for representation only is exempt from font size limitations</li> <li>- 1 inch top/bottom, 3/4 inch side margins</li> <li>- All paged must be numbered</li> <li>- Except for pricing, proposal documents must be in either .pdf, .doc, or .docx file format.</li> </ul>					
<b><u>Completed SF 1449</u></b>		NA	1	Submit scanned copy of the completed and signed SF 1449 for the entire proposal. Also submit any amendment SF30 documents if section 11 of the amendment requires a signed copy to be submitted with the proposal. One electronic copy submitted for the entire proposal.	
<b><u>Representations and Certifications</u></b>		NA	1	Submit a PDF copy of the company's entire Current Representations and Certifications from www.sam.gov. This will be identified as "Clauses and Provisions" in the submission portal. One electronic copy submitted for the entire proposal.	
<b><u>Responsibility Information (RI)</u></b>		NA	1	Submit the company's Total Compensation Plan overview and its Uncompensated Overtime Policy per Evaluation Section A.8 Responsibility. No page limits. One electronic copy submitted for the entire proposal.	
Title Page					Title Page is required. The title page should be marked with the Constellations and FAs the company is submitting for.
Table of Contents					
Professional Compensation Plan					Submit company's professional compensation plan. Set forth salary ranges and fringe benefits policies. If company does not have current personnel in provided labor categories, outline methodology for setting salary rates.
Uncompensated Overtime					Submit company uncompensated overtime policy.
Financial Responsibility					<b>THIS WILL ONLY BE REQUESTED FROM SUCCESSFUL OFFERORS.</b> Do not include this in your STARS II proposal, but review the information on Evaluation Section 8.4 page 31 to understand what will be required in the future.
<b><u>STARS II Constellation I</u></b>			1	One electronic copy required for STARS II Constellation I.	

## GSA 8(a) STARS II Open Season Proposal Strategy Guide

### Solicitation Reference Information

Federal Agency:	General Services Administration (GSA) – Federal Acquisitions Service (FAS) - ITS Office of Acquisition Operations (QTA) SB GWAC - Kansas City, MO
RFP Reference #:	QTA0015MDA2001
Web Link:	<a href="https://www.fbo.gov/notices/f023488fd395b689cd7429d0b0a16060">https://www.fbo.gov/notices/f023488fd395b689cd7429d0b0a16060</a>

### Proposal Preparation Plan

The proposal is comprised of four main components:

- Offeror Attachments:
  - SF 1449
  - [www.sam.gov](http://www.sam.gov) - Current Representations and Certifications
  - Evidence of industry quality certification – Constellation II only
- Offeror Approach:
  - Responsibility Documentation
  - Contract Administration Plan (CAP)
  - Marketing Action Plan (MAP)
- Past Performance:
  - Past performance narratives for each Constellation and each Functional Area (FA)
  - Past performance surveys for each Constellation and each Functional Area (FA)
- Pricing
  - Pricing for each labor category within Constellations and Functional Areas being offered

If Offerors have available staff, they may be best served by assigning the development of these four main components to different individuals:

- Individual 1 – Offeror Attachments and Pricing
- Individual 2 – Offeror Approach
- Individual 3 – Past Performance





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**2015**

**QTA0015MDA2001 STARS  
II OPEN SEASON S2OS  
EVALUATION DOCUMENT  
EXPLAINED IN PLAIN LANGUAGE**

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## **1 USER GUIDE**

This document seeks to explain in plain language sections of the VIII. Evaluation (S2OS\_UPDATED\_Evaluation\_Amendment 0001.pdf) document. It captures plain language equivalents for areas of the Evaluation document that may seem confusing or cryptic at first glance.

Our plain language interpretations are just that – interpretations. They are meant to provide 8(a) STARS II Open Season Offerors clarity for why the GSA has included the section and how it may impact their proposals, the vendor selection process or the STARS II program in general. Some sections of the Evaluation document are straightforward and do not require a plain language explanation.

Our interpretations have been developed by our general experience developing federal proposal responses and our specific experiences qualifying 28 vendors for the original 8(a) STARS II period in 2009 – 2010. Our viewpoints may not necessarily be the same as the one's held the GSA's 8(a) STARS II Open Season acquisition selection team.

## 2 VIII. EVALUATION DOCUMENT IN PLAIN LANGUAGE

### 2.1 EVALUATION DOCUMENT VERSION

This plain language guide is for document version **S2OS\_UPDATED\_Evaluation.pdf posted in Amendment 0001** on May 26<sup>th</sup>, 2015. If additional versions are posted, the plain language guide will not be updated in its entirety. If future amendments include changes to the Evaluation document that require plain language interpretations, they will be issued to clients in a separate update.

### 2.2 VIII. EVALUATION SECTIONS IN PLAIN LANGUAGE

Page #	Section Title and Text	Plain Language Interpretation
1	<p><b>ADDENDUM TO FAR 52.212-1</b>  <a href="#">The offeror agrees to hold the prices in its offer firm for 365 calendar days (not the 30 calendar days in the default mode of 52.212-1) from the date specified for receipt of offers. If possible, STARS II OS awards will be made at the STARS II option period beginning August 31, 2016. However, that start date is not guaranteed and may be later during the option period.</a></p>	<p>The original STARS II bid review process took nearly a year to complete, therefore the GSA's request to make offers valid for 365 days. All awardees will likely be announced at the same time in June 2016 in order to give STARS II Open Season award winners time to prepare their marketing plans by August 31, 2016.</p>
2	<p>GSA desires consistent scope, terms and conditions in the basic contracts resulting from this solicitation, therefore, only one offer will be accepted from a single prime contractor for each Constellation and Functional Area pairing. Multiple or alternate offers from the same prime contractor constitutes a material nonconformity and will result in all of its offers being rejected.</p>	<p>There is no need for multiple offers from Offerors as the GWAC is designed for vendors to supply adequate ceiling labor rates to satisfy any STARS II task order opportunity. Only submit one offer.</p>
2	<p><b>FAR 52.212-2 EVALUATION—COMMERCIAL ITEMS (OCT 2014)</b></p> <p>Technical and past performance, when combined, are approximately equal.</p>	<p>Your bid's combined CAP, MAP, and Responsibility evaluation hold equal weight to your Past Performance evaluation. We find it very interesting that later in the Evaluation document A.6 Past Performance (page 27) it states submitting Past Performance narratives is</p>

**Locality Year 5 Contellation I FA 1 Government Site Labor Rates Differentials**

<b>Locality</b>	<b>Locality Total Hourly Median Labor Rate STARS II Year 5 Actuals</b>	<b>Washington Total Hourly Median Labor Rate STARS II Year 5 Actuals</b>	<b>Locality Differential Versus Washington STARS II Year 5 Actuals</b>
Alaska - Year 5 - Government Site	\$16,215.75	\$12,910.38	1.26
Atlanta - Year 5 - Government Site	\$12,516.13	\$12,910.38	0.97
Boston - Year 5 - Government Site	\$13,083.01	\$12,910.38	1.01

**Washinton Government Site Year 5 Contellation I FA 1 Rates**

<b>Labor Category</b>	<b>Gov Site Median</b>	<b>Con Site Median</b>	<b>\$ Difference</b>	<b>Differential</b>
Applications Programmer	\$87.23	\$95.20	\$7.97	1.09
Applications Systems Analyst/ Programmer – Intermediate	\$83.16	\$91.44	\$8.28	1.10
Applications Systems Analyst/ Programmer – Senior	\$101.14	\$110.80	\$9.66	1.10
Business Process Consultant	\$117.50	\$128.56	\$11.06	1.09
Business Subject Matter Specialist	\$127.18	\$139.91	\$12.73	1.10

Labor Category	Contract Year	Min	Max	Mean	Median	2020 Company, LLC	21 CompuTech, Inc. (21 CTI)	22nd Century Technologies Inc	3DI, Inc.
Applications Programmer	Year 5	\$52.37	\$293.03	\$108.81	\$109.14	\$134.29	\$119.52	\$118.18	\$88.84
Applications Systems Analyst/ Programmer – Intermediate	Year 5	\$54.53	\$263.71	\$108.74	\$105.33	\$118.85	\$110.17	\$105.52	\$95.57
Applications Systems Analyst/ Programmer – Senior	Year 5	\$55.59	\$337.32	\$131.22	\$127.49	\$140.21	\$133.50	\$125.21	\$115.66
Business Process Consultant	Year 5	\$53.03	\$351.78	\$149.23	\$147.93	\$136.32	\$158.27	\$147.72	\$124.52
Business Subject Matter Specialist	Year 5	\$50.93	\$401.79	\$167.94	\$159.58	\$233.71	\$167.61	\$154.76	\$134.84
Business Systems Analyst - Intermediate	Year 5	\$53.11	\$256.40	\$110.93	\$109.52	\$109.86	\$117.97	\$105.52	\$94.99
Business Systems Analyst - Senior	Year 5	\$56.46	\$333.25	\$133.50	\$131.82	\$138.07	\$140.98	\$119.59	\$113.61
Business Systems Specialist	Year 5	\$50.77	\$256.40	\$131.16	\$126.71	\$155.18	\$133.90	\$133.65	\$112.24
Chief Information Security Officer	Year 5	\$88.65	\$534.16	\$188.38	\$178.05	\$159.40	\$185.07	\$182.90	\$164.86