

Top 10 Spring Cleaning Tips and Tricks

1. **Position for “Highest Technically Rated Offerors with a Fair and Reasonable Price” awards**
2. **Prepare to compete on Fixed Price Technical Competition and Bid-to-Price evaluations**
3. **Increase market research and competitive intelligence investment (for both government and industry partners)**
4. **Expect “Agile” everything: procurements, development, strategic planning, transition, and integration**
5. **Validate that your CPARS are exemplary and current; update and tailor**
6. **Update relevant experience writeups and catalogs of proposal artifacts**
7. **Review current EULAs, data licenses, and technical certifications**
8. **Cultivate and maintain a stable of go-to partners with established M-P, JV, and OTA agreements**
9. **Expect lower after-market valuations for OASIS contracts**
10. **Anticipate increased usage of BPAs, sole source justifications, and OTAs**

Springtime for Contract Vehicles

- 🐾 The government is migrating from agency-specific, multiple-award IDIQs to GSA schedules and government-wide vehicles
- 🐾 Incumbency is not what it used to be and many incumbent contractors are finding themselves left out in the cold on new vehicles
- 🐾 Efficiencies on the front end of procurements often shift evaluation time and effort to subsequent task order procurements
- 🐾 A new administration, appointees, and staff means there are a lot of new faces around the beltway, and much less conventional wisdom
- 🐾 Procurement methodologies are transitioning from standard proposals to scorecard and other innovative evaluation approaches
- 🐾 Government and industry alike need help finding ways to execute the mission amid so many changes in the procurement landscape

In Like a Lion...

Despite the wintry weather currently gripping the National Capital Region, the federal government has already begun spring cleaning. The latest trend towards scorecard methodologies, like those employed on GSA Alliant 2 and OASIS, are a clear move to throw out more cumbersome approaches and streamline procurements. Similarly, capability demonstrations such as those required under 18F’s Agile BPA and IT-70’s HACS SIN are efforts to promote efficiency, transparency, and innovative technologies. Lastly, the federal government has aggressive on and off-ramps planned for this

next generation of procurements to promote increased accountability and responsiveness.

The Ides of March

The chief challenge with change is that you just might get what you wished for. While procurement cycle times appear to be declining (see the chart at the right) and protests may finally be peaking, all is not well in the Republic. Many of the

recent scorecard approaches to procurement – even those with small business lots – contain extremely high hurdles for industry partners to clear in order to win an award. Far fewer companies are eligible to bid on opportunities coming out under the new generation of vehicles and as a result, the government may have unwittingly sacrificed competition for ease of initial award. By the same token, these scorecard procurements provide a hunting license, but the real action will come on eventual task order release. The government has wide latitude in selecting evaluation criteria for these task orders – which is a good thing – but now both industry partners and government evaluators alike will have to manage the coming onslaught associated with actually getting work under these contracts.

...Out Like a Lamb

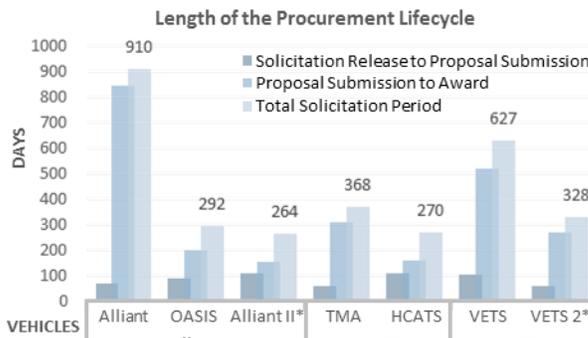
Having secured a coveted slot on one of these new vehicles, contractors must now set about the hard work of preparing a task order PMO that can manage the coming volume of proposals. In addition to the mechanics of templates and digital archives, new workflows, lines of authority, and resource allocation are required to succeed in this game. At the same time, those who missed out on this generation of contracts – especially those who formerly enjoyed sheltered competition under agency-specific IDIQs that are sun-setting – must also invest in strategic teaming to regain customer access.

Mentor-protégé agreements, JVs, and CTAs will be valuable tools for displaced incumbents.

Babies and Bath Water

Another unintended consequence of the latest generation of contracts is additional middle-market squeeze. Without clear graduation guidelines, many risk becoming victims of their own success, growing out of small business lots only

to become stranded in limbo as “other than small” but shy of fully “unrestricted.” This designation has created a lot of confusion in the contractor community and has had significant negative enterprise value implications, thereby punishing those it was originally intended to support. This is somewhat exacerbated by pending on-ramps of new awardees that further dilute the value to industry partners of holding these vehicles, though it may alleviate the competitive concerns mentioned earlier. Finally, with so many incumbent contractors on the outside looking in – coupled with mandatory use guidelines – expect tactical M&A focused on acquiring vehicles to remain robust. Also look for a market increase in BPA usage, sole source justifications, directed subcontracting, and OTAs to bridge the gap.



* Award Pending

New procurement approaches have effectively reduced total procurement lifecycle from initial solicitation release to final award.

Source: GovWin, FBO, FPDS, and Wolf Den Associates Analysis