Improve Your Industry Proposals by Understanding the JSSAP Competitive Proposal Evaluation Process and Tools

May 14, 2012
Agenda

- Background
- JSSAP Tech Base Process
- DoD Selection Emphasis
- JSSAP Selection Process Focus - Technical
- Challenge
- JSSAP Technical Down-Select Process
- Technical Down-Select Process Breakout
- JSSAP Technical Down-Select Evaluation Tool
- Technical Evaluation Tool Characteristic
- Technical Evaluation Criteria Example
- Example
- Conclusion
- Backup
JSSAP (Joint Service Small Arms Program) is established to implement, execute and manage the material solutions approved and concurred by JSSAST (Joint Service Small Arms Synchronization Team) which compiles of Joint Service representatives to harmonize new Service materiel requirements with potential joint applications.

JSSAP Mission:
- Promote, coordinate and manage the exchange of information related to small arms systems technology, acquisition and sustainment
- Maintain continuous liaison with government and civilian entities involved in small arms research, development and commodity management

Each year, JSSAP will receive and review numerous proposals (10-20) that may provide new capabilities to the Small Arm weapons

JSSAP must allocate its funding onto technologies that are critical and good value for the mission
**JSSAP Tech Base Process**

**Inputs**
- Joint Small Arms Capability Assessment - 2006
- Small Arms Capability Based Assessment - 2009/2010
- Joint Service Small Arms Master Plan
- JSSAP Futures Conferences - 2008, 2009, 2010
- National Small Arms Center - Industry Push
- TRADOC Gaps/Warfighter Outcomes
- PEO Technology Shortfalls
- Documented Requirements ICD/CDD/CPD
- Technology Information Exchanges
- System Integration Domains/Technology Focus Teams

**Formulate JSSAP Strategy/ Review/ Prioritize**
- Transition to PM/Field - 
  - #1 Goal for all JSSAP Programs
  - Commonality of Technologies for Affordability
  - Collaboration/Leveraging Opportunities
    - OGA, Current Investments, SBIRS, CRADA,
      Technology, Academia, Industry
  - Most Promising Investments

**JSSAST/ PM/ PEO/ Customer Coordination**
- Consolidated Prioritized List
- Synergy with PM Roadmaps and TRADOC Gaps
- Joint Service Small Arms Requirements Integration
- Joint Service Small Arms Synchronization Input

**Tech Base Development Strategy**
- L6σ Approved Processes
  - JSSAP Technology Program Build
  - JSSAP Technology Down Select Process
- ATO-R/ATO-D/MTO Approval Process
- Other Tech Base Investments
- In House RDECOM Tech Base Efforts

**Outputs**
- National Small Arms Center (OTA)
  - RPP Process
  - RBDP Process
  - White Papers
Best Value is the major emphasis for DoD Source Selection

- According to Federal Acquisition Regulation (FAR) 15.3, Source Selection is the "...selection of a source or sources in competitive negotiated acquisitions...The objective of source selection is to select the proposal that represents the best value [1]."
JSSAP Selection Process
Focus- Technical

• Basic and applied research project;
• Other Transaction Agreement (OTA)
The performance based mandate is particularly difficult for research and development initiatives where the type, depth, sophistication, and approach of submissions to inquiries can be quite diverse. As always, funding decisions must be made in a fair, impartial, competitive, and legal way.

JSSAP has defined

- a robust down-select process and
- tools that provide the fidelity and the confidence of the decision making.
JSSAP Down-Select Process

Tech Base Development Strategy
L6 σ Approved Processes
- JSSAP Technology Program Build
- JSSAP Technology Down Select Process
ATO –R/ATO-D/MTO Approval Process
Other Tech Base Investments
In House RDECOM Tech Base Efforts

Define Evaluation Criteria

Generate Recommendation

RPP Announcement

Invite/Form Evaluation Team

Conclude Technical Final Rating

APO/IPT Review Process

Initial Ratings

*APO- ARDEC Project Officer
Technical Down-Select Process breakout

Source of criteria:

- CBA Study
  - R&D objectives
  - Technical criteria
- Risk tolerance
- Past Performance and Lessons Learned
Technical Down-Select Process breakout

Procurement Process

Rules and Regulations

Acquisition Strategy

RPP Announcement

Request Project Proposal
Technical Down-Select Process breakout

Invite/Form Evaluation Team

- Determine evaluation team support requirement
- Send requests to appropriate agencies for support
- Conduct evaluation team training.
Technical Down-Select Process breakout

- Provide evaluation template to evaluation team member
- Individual SME assessment on proposals
- Collect assessments
Technical Down-Select Process breakout

Initial Ratings

Compile the ratings

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Check for any anomaly in the assessment result (two bands swing)

*APO- ARDEC Project Officer
APO Review

Comment and rating synchronized?

Comment sensible?

Yes

Done

IPT Review

No

Update the rating accordingly

Consult with rater

Yes

Yes

No

No

Rating OK?

*APO- ARDEC Project Officer
Technical Down-Select Process breakout

IPT Review

- Schedule team review meeting
- Present and discuss the discrepancy
- Obtain team decision
Tabulate the IPT result

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Technical Down-Select Process breakout

- Consolidate all proposal ratings
- Generate the recommendation report
Technical Down-Select Process breakout

Technical Recommendation → JSSAST Decision
Effective selection tool for technical evaluation must:

- Better defined evaluation criteria - single question per criteria
- Higher evaluation resolution - 5 color band rating system
- Use statistical method to prioritize the proposals
Evaluators provide assessment ratings for each criteria and provide comments for the ratings.
Technical Evaluation Tool Characteristic

- Adjustable evaluation criteria
- Precise grading control
- Higher fidelity in grading (5 grade bands)
- Threshold control
- Build-in flag check (grades from SMEs cannot swing more than two bands)
Technical Evaluation Criteria Example

- Relevance
  - R&D objectives/metrics
- Payoff Potential
  - Usage- frequency (scenario limited)
  - Specificity- weapon platform
  - Impact- performance effect
- Proposal Sophistication
  - Detail
  - Risk Aversion Approach and Experience
- Difficulty Assessment
  - Current Technical Maturity
  - Overall Complexity
  - Novelty
- Transition Potential
- System Engineering
- Reliability
- Environmental
- Information Security
### Individual evaluator rating

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<th>Proposal</th>
<th>Evaluate?</th>
<th>Question 1</th>
<th>Q1 Evaluator Comment</th>
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<td>(Proposal M) Yes</td>
<td>Yes</td>
<td>Cause for Concern</td>
<td>No mention of pixels required for tracking.</td>
<td>Cause for Concern</td>
<td>Does not mention any false detection analysis.</td>
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<td>Yes</td>
<td>Adequately address</td>
<td>Proposal states optics will be sufficiently sized to provide target information onto the FPA, but not estimate of minimum number of pixels is given.</td>
<td>Adequately address</td>
<td>False detection rate of less than 20% for AFC ATO project for 50 to 100ft. Proposals states that prototype design will utilize FPA optics to extend range to 600m. Expect false detection rate well below 20%.</td>
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<td>(Proposal Q) Yes</td>
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<td>Proposal states that this will be determined in Phase I of the proposal. However, no estimate is given for this question. This shows that the target</td>
<td>Adequately address</td>
<td>Value of 80% positive identifications appears to come straight out of the metrics (missed moving targets). No apparent analysis was done on this</td>
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<td>Fully addressed and full detail</td>
<td>Thorough analysis provided</td>
<td>Fully addressed and full detail</td>
<td>Thorough analysis given. False target detection well below 20%, as needed to achieve less than 20% missed moving targets</td>
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The evaluator’s rating transitioned to color code from the evaluation sheet.
Example

• Evaluator ratings compiled for each proposal

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When there is more than two band swing in the ratings, APO/IPT review will be initiated.
### Example

Scores roll up to team rating

| Proposal Q | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 |
|------------|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|
| 1          | YELLOW | YELLOW | YELLOW | YELLOW | YELLOW | YELLOW | RED | YELLOW | YELLOW | orange | RED | GREEN | RED | GREEN | RED | GREEN | RED | GREEN |
| 2          | GREEN | GREEN | YELLOW | orange | orange | orange | YELLOW | RED | orange | YELLOW | GREEN | GREEN | GREEN | GREEN | GREEN | GREEN | GREEN | GREEN |
| 3          | BLUE | BLUE | GREEN | YELLOW | YELLOW | YELLOW | YELLOW | YELLOW | orange | YELLOW | GREEN | GREEN | GREEN | GREEN | GREEN | GREEN | GREEN | GREEN |
| 4          | GREEN | BLUE | GREEN | YELLOW | YELLOW | YELLOW | YELLOW | YELLOW | orange | YELLOW | GREEN | GREEN | GREEN | GREEN | GREEN | GREEN | GREEN | GREEN |
| 5          | BLUE | BLUE | BLUE | GREEN | YELLOW | GREEN | GREEN | RED | orange | GREEN | GREEN | GREEN | GREEN | GREEN | GREEN | GREEN | GREEN | GREEN |
| 6          | GREEN | BLUE | BLUE | GREEN | GREEN | GREEN | RED | orange | GREEN | GREEN | GREEN | GREEN | GREEN | GREEN | GREEN | GREEN | GREEN | GREEN |
| 7          | GREEN | BLUE | BLUE | GREEN | GREEN | RED | orange | GREEN | GREEN | GREEN | GREEN | GREEN | GREEN | GREEN | GREEN | GREEN | GREEN | GREEN |
| 8          | YELLOW | BLUE | RED | GREEN | GREEN | GREEN | RED | orange | GREEN | GREEN | GREEN | GREEN | GREEN | GREEN | GREEN | GREEN | GREEN | GREEN |
| 9          | GREEN | YELLOW | GREEN | YELLOW | YELLOW | YELLOW | RED | RED | RED | RED | RED | RED | RED | RED | RED | RED | RED | RED |
| 10         | YELLOW | RED | RED | RED | RED | RED | RED | RED | RED | RED | RED | RED | RED | RED | RED | RED | RED | RED |
| 11         | GREEN | BLUE | RED | YELLOW | YELLOW | GREEN | orange | RED | RED | RED | RED | RED | RED | RED | RED | RED | RED | RED |
| 12         | GREEN | RED | RED | YELLOW | YELLOW | YELLOW | orange | RED | RED | RED | RED | RED | RED | RED | RED | RED | RED | RED |
| 13         | BLUE | RED | YELLOW | YELLOW | GREEN | YELLOW | RED | RED | RED | RED | RED | RED | RED | RED | RED | RED | RED | RED |
| 14         | BLUE | BLUE | RED | YELLOW | YELLOW | YELLOW | RED | RED | RED | RED | RED | RED | RED | RED | RED | RED | RED | RED |
| 15         | GREEN | GREEN | RED | YELLOW | YELLOW | YELLOW | GREEN | RED | RED | RED | RED | RED | RED | RED | RED | RED | RED | RED |
| 16         | BLUE | BLUE | BLUE | BLUE | BLUE | BLUE | BLUE | BLUE | BLUE | BLUE | BLUE | BLUE | BLUE | BLUE | BLUE | BLUE | BLUE | BLUE |
| 17         | BLUE | BLUE | BLUE | BLUE | BLUE | BLUE | BLUE | BLUE | BLUE | BLUE | BLUE | BLUE | BLUE | BLUE | BLUE | BLUE | BLUE | BLUE |

Team rating
### Consolidated team rating

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Recommendation is based on the consolidated rating and final analysis.
The JSSAP Down Select Process is a well-rounded application:
- It is subjective
- It is flexible and tailororable
- It is comprehensive
Back up Slides
These procedures (FAR Part 15) are not required for the following acquisitions:

• Competitions where the only evaluated factor is price
• Basic research and acquisitions where Broad Agency Announcements (BAA) are used in accordance with FAR Part 35 to solicit proposals and award contracts,
• Small Business Innovative Research (SBIR), Small Business Technology Transfer Research (STTR) and Small Business Technology Transfer (SBTT) acquisitions solicited and awarded in accordance with 15 United States Code (U.S.C.), Section 638.
• Architect-engineer services solicited and awarded in accordance with FAR Part 36,
• FAR Part 12 Streamlined Acquisitions,
• Acquisitions using simplified acquisition procedures in accordance with FAR Part 13 (including Part 12 acquisitions using Part 13 procedures),
• Orders under multiple award contracts – Fair Opportunity (FAR 16.505 (b)(1)), and
• Acquisitions using FAR subpart 8.4.