



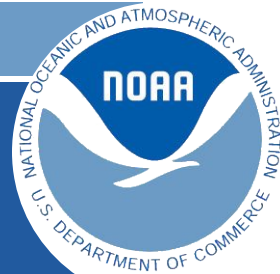
# NOAA

SCIENCE. SERVICE. STEWARDSHIP.



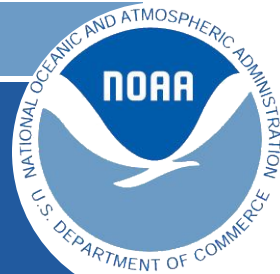
# Professional, Scientific, and Technical Services (ProTech) 2.0 Weather Domain Industry Day

May 22, 2024



# Agenda

- Welcome / Administrative Remarks
- Acquisition and Grants Office (AGO) Opening Remarks
  - Ms. Kelly Mabe, Deputy Director of AGO
- NWS Opening Remarks
  - Ajay Mehta, NWS Acting Director, Office of Planning and Programming for Service Delivery
- ProTech Program Overview
  - Mr. Jay Standring, ProTech Branch Chief/Program Manager
- Weather Domain Overview
  - Mr. Lucjan Haber, ProTech Weather COR and Account Manager
- ProTech 2.0 Weather Domain Draft RFP Review
  - Mr. Pierre Smith, Weather Domain Contracting Officer (CO)
  - Dr. Edward “Mike” Baker, Satellite Domain COR and Account Manager
- Lessons Learned
- Questions and Answers
- Closing Remarks



# Administrative Info

This Industry Day event is part of the planning process

- A final Request for Proposals (RFP) has not been issued for this Domain
- All acquisition-related information is subject to change

Use the “Q&A” function in the Activities future (bottom right corner) to submit questions; a short Q&A session will follow the briefings today

All of these slides will be posted to [SAM.gov](https://sam.gov) and the [ProTech Website](#) after this event ends, and answers to questions received will be posted to [SAM.gov](https://sam.gov) after the deadline for questions - 12:00 PM ET on June 7, 2024



**NOAA**

**5/22/2024**

# NOAA Acquisition & Grants Office (AGO)

Professional, Scientific, and Technical Services (ProTech) Weather 2.0  
Domain Industry Day

Kelly Mabe, AGO Deputy Director

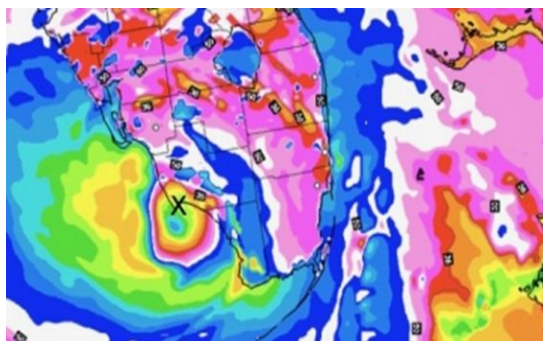
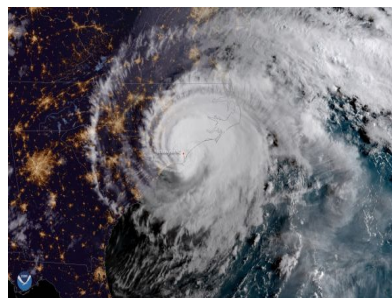
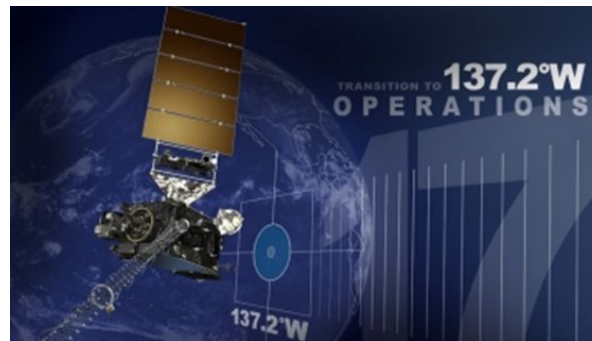




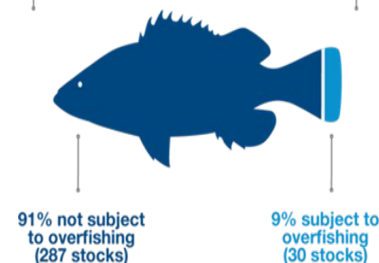
# NOAA's Mission Today

Science, service and stewardship:

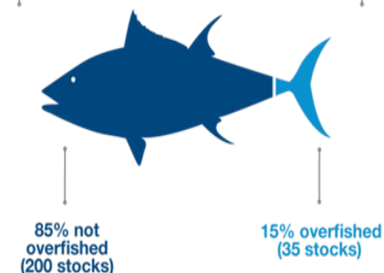
- To understand and predict changes in climate, weather, oceans, and coasts;
- To share that knowledge and information with others; and
- To conserve and manage coastal and marine ecosystems and resources.



317 stocks with known status



235 stocks with known status





# FY 2023 NOAA Execution



## Acquisition: 23,020 Total Transactions

- Obligated \$2.56B on Contracts
  - \$2.44B via NOAA, \$119M via DOC-Enterprise Services
- Closed 14,897 Acquisition Awards (Base plus Other)
- De-Obligated \$11.1M (Contract Closeout Teams)
- Managed a portfolio of over 4,650 Active Awards valued at over \$16B



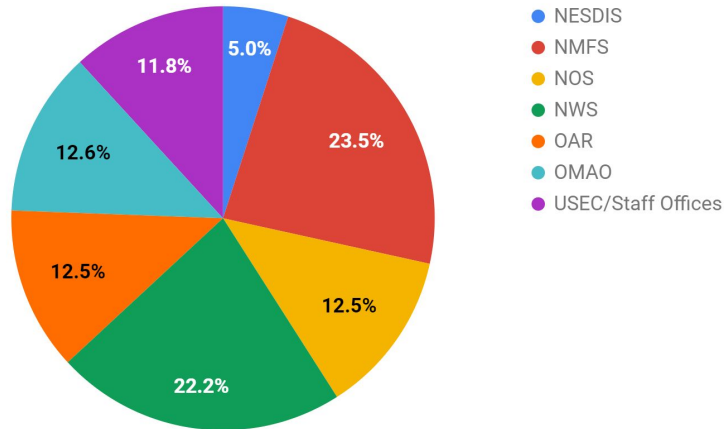
## Financial Assistance: 3,158 Total Transactions

- Obligated \$3.13B Obligated
- Closed 749 Financial Assistance Awards
- NOAA De-obligation: \$13,427,677.05
- External Clients De-obligation: \$1,348,192.98
- Managed a portfolio of over 3,991 Active Awards valued at over \$7.6B

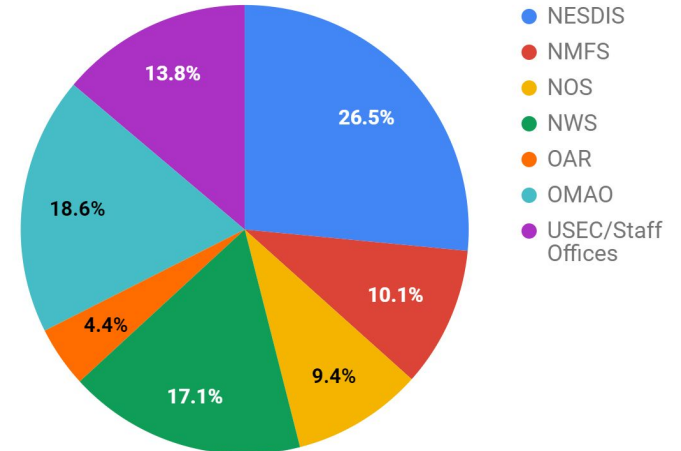


# FY23 NOAA Acquisition Actions and Obligated Dollars by Line and Staff Office

FY 23 # of Actions by Line and Staff Office



FY 23 \$ Obligated by Line and Staff Office



National Weather Service data is the green pie slice



# AGO FY24 Priorities



- Execution - Supporting the Mission
- BAS/PRISM/GEMs Deployment  
Stabilization/Business Process/Policies
- Remote/telework model maturity to ensure  
sustained organizational excellence
- Workforce Development
- Acquisition Dashboard







# Acquisition Program Strategy

- 
- 
- 
- 
- 
- Alignment of acquisition program with programmatic areas
  - Build strong partnership with industry
    - Commitment to Small Business/Socioeconomic programs
    - The ProTech program has evolved to a total Small Business program under ProTech 2.0
  - Leverage Strategic Sourcing and Bests in Class Contracts
    - Mission based Strategic Sourcing Strategy
      - ProTech
      - NMITS
      - DOC/GSA
  - Adopt innovative acquisition techniques to accelerate acquisition



# The ProTech 2.0 Program



- Satellite 2.0 Domain IDIQ contracts awarded June 2023



- Fisheries 2.0 Domain IDIQ contract awards delayed due to GAO protest, March 2024



- Oceans 2.0 Domain IDIQ contracts awarded April 2024



- Weather 2.0 Domain IDIQ awards anticipated FY25/Q2 or Q3








- Transparency has been (and will remain) a key focus of the ProTech program.

# The ProTech 2.0 Program (cont'd)

- The “ProTech 2.0” program will include a longer period of performance (10 year total) to allow for performance stability and encourage long-term solutions. Total shared ceiling is \$8B.
- The Weather 2.0 Domain ID/IQ awards will be a total Small Business Set-Aside effort, similar to the other three 2.0 Domains.
- The program will continue to allow “teaming-on-the-fly”, where Prime awardees can pursue any Task Order in their Domain, and add to their team if they choose, to do so.



# Summary

- 
- 
- 
- 
- 
- ProTech continues to be the mandatory source for professional, scientific and technical services for NOAA, and for DOC where applicable.
  - Building on the success of the current ProTech program, the “ProTech 2.0” Domain contracts will provide NOAA with long-term partners and solutions to the challenges we face in the future.



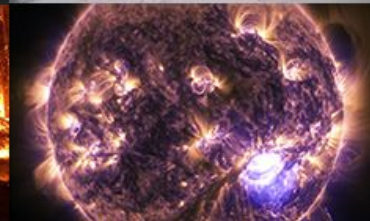
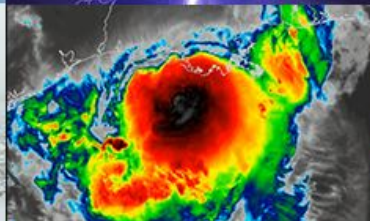
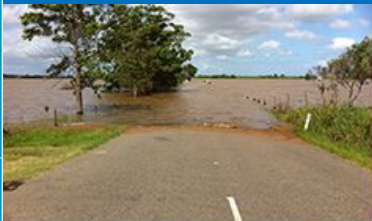
# National Weather Service

Ajay Mehta

Acting Director, Office of Planning and Programming for Service Delivery

**NATIONAL  
WEATHER  
SERVICE**

For ProTech Weather Domain Industry Day  
May 22, 2024



# Agenda

- **NWS Mission & Vision**
- **NWS Organization**
- **NWS Priorities**

# Our Vision Drives Our Mission Every Day

## The Vision

**A Weather-Ready Nation:** Society is prepared for and responds to extreme weather, water, and climate events.

*“Ready, Responsive, Resilient”  
through the provision of IDSS*



## The Mission

Providing weather, water, and climate data, forecasts, warnings **and impact-based decision support services** for the protection of life and property and enhancement of the national economy.



Realization: Can't Accomplish Mission without WRN and IDSS



# Forecasts and Warnings: From the Sun to the Sea



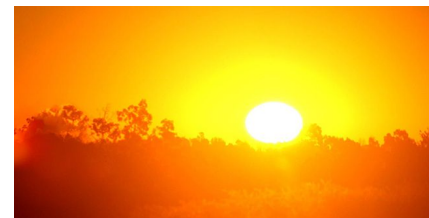
Space Weather



Winter Weather



Severe Weather: Tornadoes, Hail, Damaging Winds



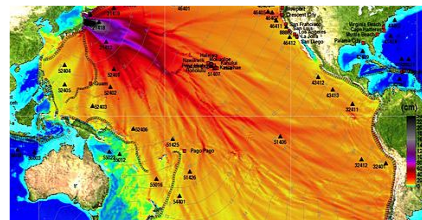
Extreme Heat



Floods/Water



Fire



Tsunami Warnings



Tropical Weather



Drought



Aviation



Ocean Prediction







# NWS Operates in the Communities We Serve

**122**  
Weather Forecast Offices

**21**  
Center Weather Service Units

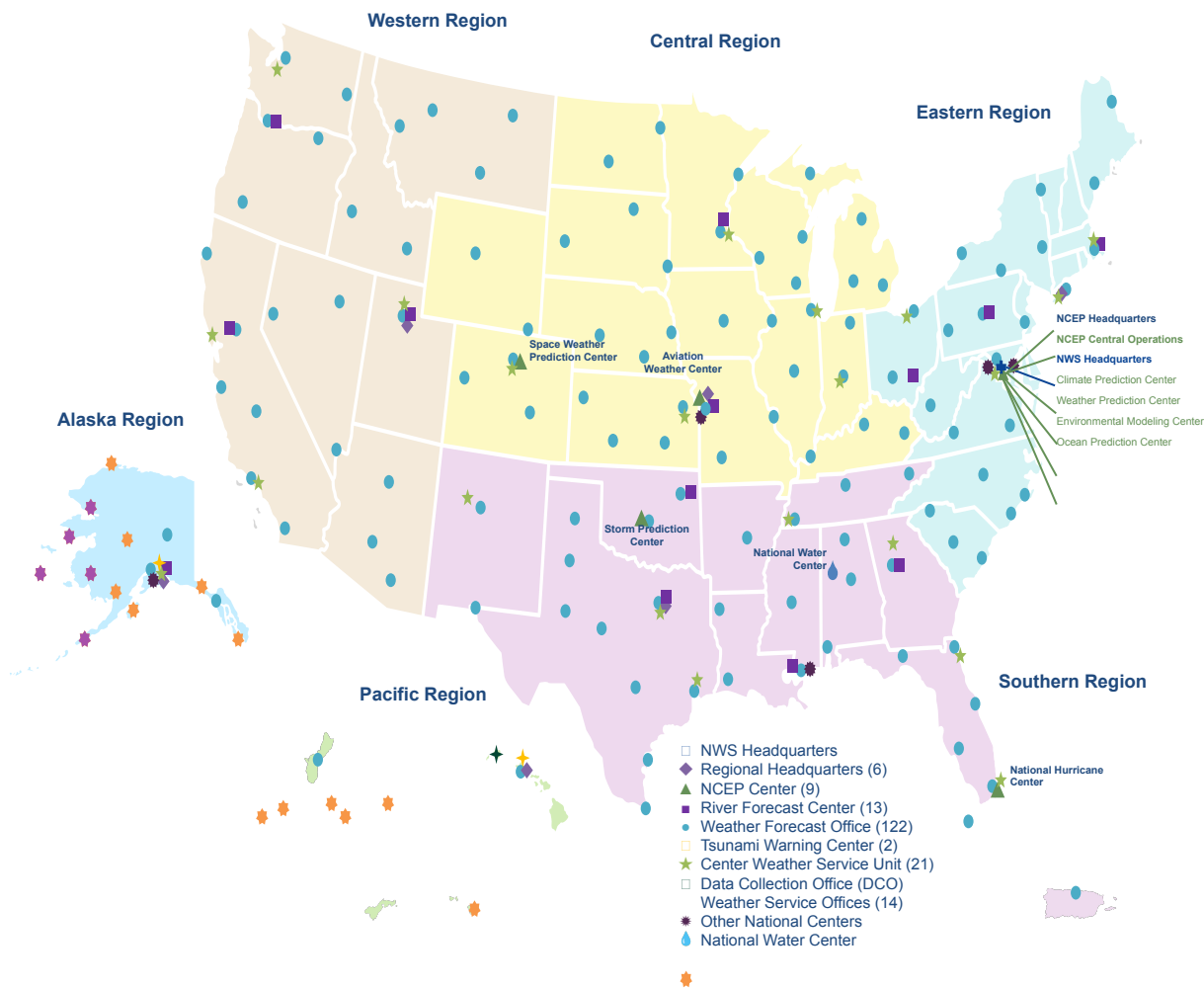
**13**  
River Forecast Centers

**9**  
National Centers for Environmental Prediction

**7**  
National/Regional Headquarters

**2**  
Tsunami Warning Centers

**1**  
National Water Center



# Multiple Sources of Observations

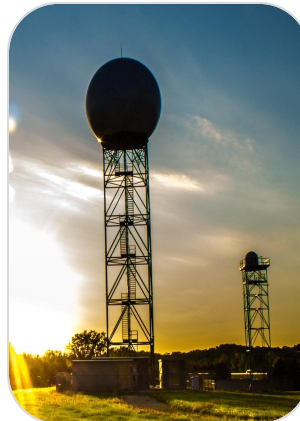
## Buoy Networks



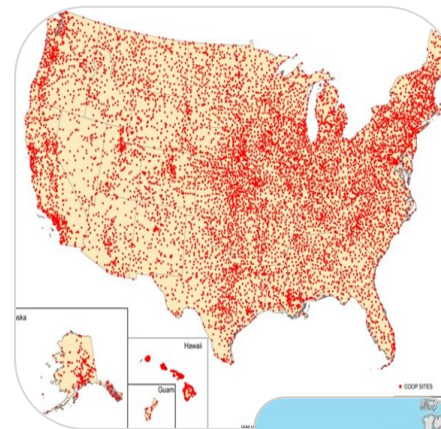
## Automated Surface Observation System



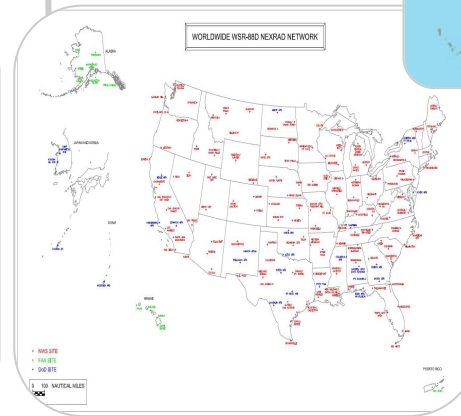
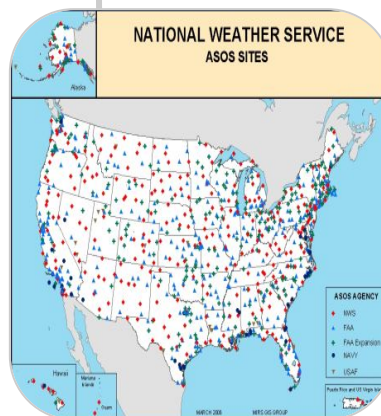
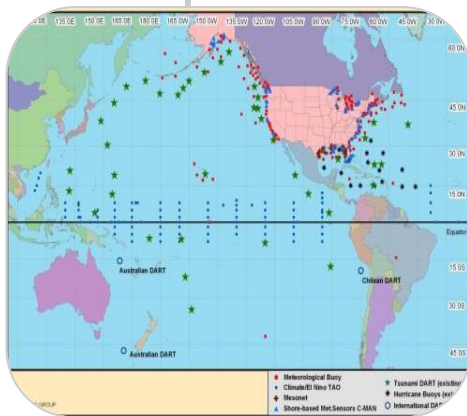
## NEXRAD



## Cooperative Observers



## Upper Air Network



\*Additional sources of data are obtained from other federal agencies, international agencies, and through contracts

# NWS Priorities



## People

- Our people come first, both internal and external. Take care of the people, and they will take care of the mission.
- Deliver permanent lasting wins in Culture, Diversity & Inclusion, Service Equity, and our Health, Safety and Wellbeing



## Infrastructure

- Strengthen and modernize infrastructure that is reliable when we need it most.
- Deliver reliability that keeps and builds partner and public trust
- Provide the right tools for the mission



## Future

- Plan for increasing IDSS demand; build capacity first
- Advance Probabilistic Forecasting
- Implement Hazard Services
- RadarNext
- Cloud services

# NWS Priorities

(aka Ken's 10)



## Priorities & Action Strategies for the Future: "Ken's 10"



### Short-Term/Quick Wins

Spot Forecast



10 Things to Improve



NAWIPS/  
AWIPS Merger



**Completed**

CMU Next Steps & Governance Update



### Medium Term

Tsunami Program



Weather.gov



Slack/NWSChat Conversion



Radar Lite & Radar GIS — Access and Speed



### Long Term, Strategic

Ops Model & Staffing Requirements



AWIPS in the Cloud



NWS IT Architecture & IT Governance



DEIA - Recruitment and Retention



Probabilistic IDSS/ Hazard Services



### Watchlist

*Critical initiatives for transformation*

*Underway & Well in Hand*

FIM & Next Gen Water Modeling Framework



Shift Flexibility Team



DEIA Tiger Team Task Force



GIS in the NWS



Radar Next



*Emerging*

Days 4-7 @ WPC



# NWS Transformation Commitment

*Becoming a more nimble, flexible, & mobile agency providing indispensable mission services eye to eye with decision makers*



Observations/Data => Models/Guidance => Forecasts / Services => IDSS  
Enable Prepared, Weather Ready, and Responsive Communities

# NATIONAL WEATHER SERVICE Transformation Roadmap

In 2033, the nation and our workforce will have a National Weather Service to address the last critical mile of Impact-based Decision Support Services and to support core partners and the public with high-end, probabilistic hazard information, and the world's best weather, water, and climate community-centric products and warnings. This will be realized through a:

- nimble forecasting process that harnesses cutting-edge technology
- mobile suite of capabilities untethered from traditional infrastructure
- flexible operating model that enables our workforce to meet partners where they make decisions



*Read the Roadmap*  
[weather.gov/2033roadmap](https://weather.gov/2033roadmap)

PEOPLE INFRASTRUCTURE ENVIRONMENT  
2033





# Questions?





# NOAA

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## Professional, Scientific, and Technical Services Program (ProTech) Update

Jay Standing  
AGO/CSAD/ProTech Branch Head

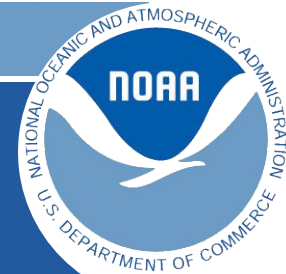
ProTech Weather 2.0 Domain Industry Day  
May 22, 2024

[www.protechservices.noaa.gov](http://www.protechservices.noaa.gov)



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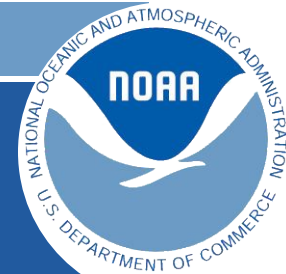




# ProTech Program Update

- This brief is intended for all audiences, internal and external to NOAA
- Nothing in this brief is procurement sensitive

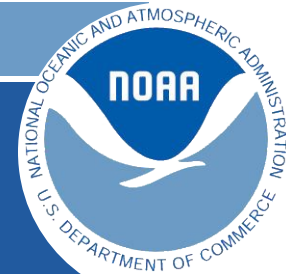




# NOAA AGO Challenges

- Requirements definition and validation, along with independent Government cost estimating, is critical across most of our domains.
- Transactions: FY23 – 23K+ (includes closeouts & mods) - Obligated \$2.56B. Anticipate additional NOAA funding FY24.
- Spend analysis, sourcing, and major systems acquisition streamlining must become part of our forward progress. Our Program/Line/Staff Offices use differing operating models, ranging from highly centralized to highly decentralized.

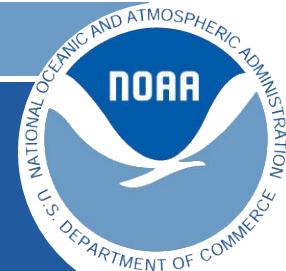




# How does ProTech Help?

- ProTech Program Management Office (PMO) has a dedicated Domain Account Manager/IDIQ level Contracting Officer's Representative (COR), in addition to a dedicated Domain Administrative Contracting Officer (ACO) & other staff
- The PMO Assists Line & Staff offices and AGO with requirements development, independent Government cost estimates (IGCEs), performs data analysis, spend & cost analysis, etc. and provides training and tools to NOAA Clients (Line & Staff & AGO)
- Streamlines oversight and focuses on process improvement, promotes performance quality, and acquisition timeline reductions
- Engages heavily with ProTech contract awardees





# ProTech Public site



National Oceanic and Atmospheric Administration  
U.S. Department of Commerce

Search NOAA sites



Home / Offices / Acquisition and Grants Office

## Professional, Scientific, and Technical Services Program (ProTech)

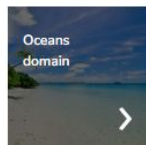
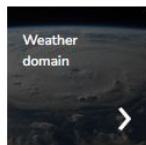
ProTech home

About ProTech

ProTech domains

Contacts

### Domains



### Domains

- [Satellite](#)
- [Fisheries](#)
- [Weather](#)
- [Oceans](#)



### About ProTech

The Professional, Scientific, and Technical Services Program (ProTech), managed by the [Acquisition and Grants Office \(AGO\)](#) consists of Indefinite Delivery, Indefinite Quantity (IDIQ) multiple award contracts organized into four Domains that align with NOAA's main missions: Satellite, Fisheries, Weather, and Oceans. ProTech is a mandatory-use vehicle for NOAA Line and Staff offices procuring professional, technical, and scientific services. Where applicable, ProTech may also

be used by other Bureaus within the U.S. Department of Commerce (DOC). Each ProTech 1.0 Domain IDIQ contract has a two-year base period of performance, and three one-year option periods of performance, for a total term of five-years if all options are exercised. Each ProTech 1.0 Domain IDIQ contract has a Small Business Reserve feature, and allows for task orders to be issued on a Firm Fixed Price (FFP), Cost Reimbursement, Time and Materials (T&M), Labor Hour (LH), or hybrid basis. The ceiling for all task orders is capped at \$3B across all four Domains.

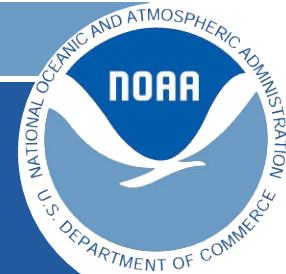
AGO is planning and executing the follow-on "ProTech 2.0" multiple-award IDIQ contracts. Each "ProTech 2.0" Domain IDIQ contract has a five-year base ordering period, and a single, five-year optional ordering period, for a total term of ten years, if the optional ordering period is exercised. The shared ceiling for all task orders under the ProTech 2.0 IDIQ contracts is capped at \$8B across all four Domains.

### Related Resources

- [News and Events](#)
- [FAQ](#)
- [ProTech Brochure](#)
- [ProTech Brochure Text Only Version](#)
- [Quarterly Report \(PDF\)](#)
- [Quarterly Report \(Excel\)](#)
- [Industry Information](#)
- [NOAA Acquisition Program Homepage](#)
- [ProTech 101 \(training slides\)](#)
- [Government and Contractor Employee Interaction at NOAA \(extended version\)](#)
- [Government and Contractor Employee Interaction at NOAA \(condensed version\)](#)

<https://www.noaa.gov/acquisition-grants/protech>

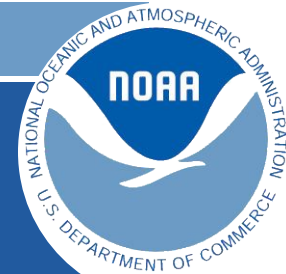




# ProTech FY2023 Task Order Data

- Satellite Domain - 100% Task Order Awards – 69 - went to Small Businesses (SB, or a further socio-economic category)
- Fisheries Domain – 91.9% Task Order Awards – 172 of 187 - went to Small Businesses (SB, or a further socio-economic category)
- Oceans Domain – 100% Task Order Awards – 51 - went to Small Businesses (SB, or a further socio-economic category)
- Weather Domain - 100% Task Order Awards – 41 - went to Small Businesses (SB, or a further socio-economic category)





# ProTech FY2024 Task Order Data

Fisheries Domain – 8 at (\$42,355,386.79 total value) in Q2

Fisheries Domain – 8 at (\$42,355,386.79 total value) in FY2024

Oceans Domain – There were no Task Orders awarded in FY 2024 in Q2

Oceans Domain – 1 at (\$21,646,836.75 total value) in FY2024

Weather Domain – 2 at (\$4,447,341.08 total value) in Q2

Weather Domain – 3 at (\$10,205,797.02 total value) in FY2024

ProTech Program – FY2024, Q2 Total Task Orders:

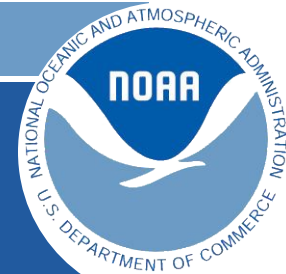
10 at (\$46,802,727.87 total value)

ProTech Program – FY2024 Total Task Orders:

12 at (\$74,208,020.56 total value)

The current Awarded Amount for the ProTech Task Orders across all Domains is \$1.7B+. The remaining Program Ceiling Amount is \$1,297B+.

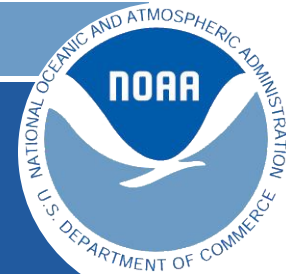




# ProTech 2.0 FY2024 Task Order Data

- Satellite Domain – 5 at (\$74,512,212.60 total value) in Q2
- Satellite Domain – 10 at (\$106,828,131.04 total value) in FY2024
- The current Awarded Amount for the ProTech 2.0 Task Orders across all Domains is \$116M+. The remaining ProTech 2.0 Program Ceiling Amount is \$7,883B+.





# ProTech 2.0 Status

- Same four Domains as current program – no change
- DOC approved the ProTech 2.0 AP 29 October 2021
- Satellite 2.0 Domain IDIQ contracts awarded June 2023 (after two GAO protests were denied).
- Fisheries 2.0 Domain – IDIQ contract awards on-hold after AGO agreed to take post-award corrective action (due to a GAO protest).
- Oceans 2.0 Domain IDIQ contracts awarded April 2024







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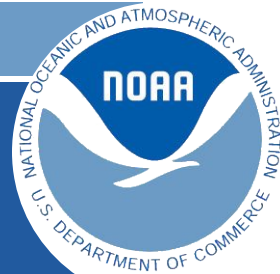
# Weather Domain Overview

**Lucjan Haber**

ProTech Weather COR and Account Manager  
Corporate Services Acquisition Division  
Acquisition and Grants Office

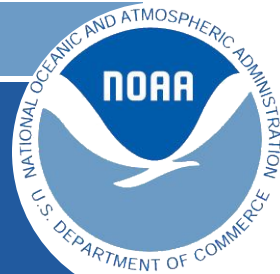
<https://www.protechservices.noaa.gov/>

On the Web: [www.noaa.gov](http://www.noaa.gov) | On Twitter: @NOAA | On Facebook: NOAA



# Acquisition Goals

1. Support NWS mission with a cadre of highly proficient contractors
2. Enhance Small Business participation to support NOAA goals
3. Enable strategic partnering with vendors (“Teaming-on-the-Fly”) to bring even more industry expertise to NOAA
4. Support Department Category Management/Spend Under Management Initiatives
  - a. ProTech is a Tier 1 - Mandatory-Use Agency-wide Strategic Sourcing Solution



# ProTech 1.0 - Weather Domain

**Ordering Period:** January 15, 2020 - July 14, 2025 (Five Years with 6-month extension)

**Vendor Pool (at time of award):** 22 Prime Awardees

- 13 Small/9 Large

**NAICS:** 541330 (\$16 million size standard)

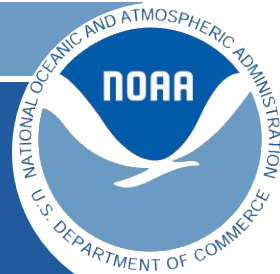
**# of Task Orders Awarded (as of Q3-FY24):** 45

**Total Value of Task Orders (as of Q3-FY24):** approx. \$270.7 Million

- Program Ceiling: \$3 Billion

**Task Order Set-Asides:** 95% Small Business

- However, awarded Task Orders went to 100% SB



# ProTech 2.0 - Weather Domain

## **Ordering Period:** Ten Years

- One five-year base period, and one five-year option period

## **Program Ceiling (shared):** \$8 Billion

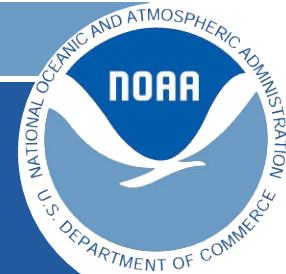
## **IDIQ Set-aside:** 100% Total Small Business

- Further Set-Asides are authorized at the Task Order level

## **NAICS:** 541330, Exception 3 (\$47 million size standard)

- Allows for enhanced capability and inclusion

## **Vendor Pool:** approx. 10-25 Awardees, depending on PWS coverage



# ProTech 2.0 Innovations

- **Section C:**
  - Enhanced clarity of requirements (elements) in PWS
- **Sections L & M:**
  - Highest Technically Rated with a Reasonable Price
  - Use of Confidence Ratings (Low, Some, and High)
  - Oral Presentations for Factor 2 (Mgmt Approach)
- **Evaluation Streamlining:**
  - Advisory Down-Select (Two-Phase Approach)
  - Creation of streamlined proposal and evaluation tools
  - On-The-Spot Consensus Evaluations

[Periodic Table of Acquisition Innovation \(PTAI\) PDF Playbook](#)



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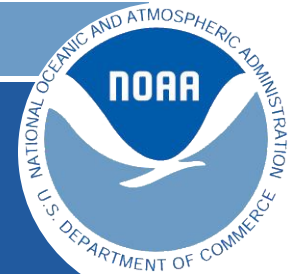
# ProTech 2.0 Weather Domain Draft RFP Review

**Pierre Smith**

Contracting Officer, ProTech  
Corporate Services Acquisition Division  
Acquisition and Grants Office

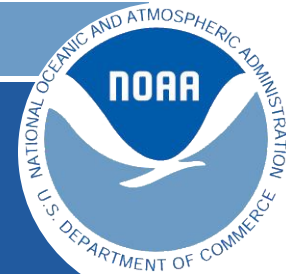
<https://www.protechservices.noaa.gov/>

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# ProTech 2.0 Draft RFP Review





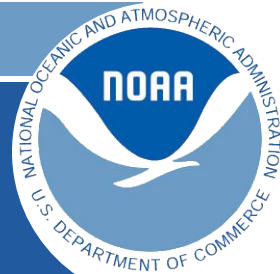
# ProTech 2.0 Draft RFP Review

The number of awards determined by:

- Number of proposals;
- Comprehensive coverage across all PWS elements; and
- Sufficiency for effective task order competition and contract administration

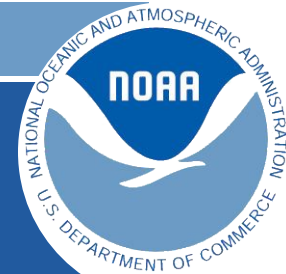
**There is no requirement or need to propose all elements in the PWS!**





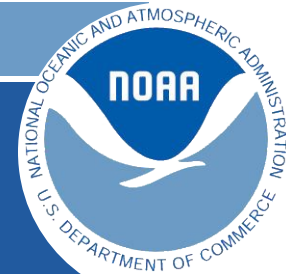
# ProTech 2.0 Draft RFP Review

- Teaming
  - Teammate experience counts in Phase II
  - No requirement for exclusive teaming arrangements
  - Joint Ventures (JVs) and Mentor-Protege JVs are welcome
- Niche/Specialty Firms will be evaluated equally with all other offerors in accordance with the criteria in Section M
- On and off-ramping
  - Future opportunities likely exist within the Period of Performance
  - May be used as outlined in RFP Section G.6



# ProTech 2.0 Draft RFP Review

- FAR Part 15 Request for Proposals
- Best Value Methodology:
  - Highest Technically Rated Offeror with a Reasonable Price
    - NO Trade-Off
- Evaluation Factors:
  - I - Demonstrated Technical Experience
  - II - Management Approach
  - III - Past Performance
  - IV - Cost/Price

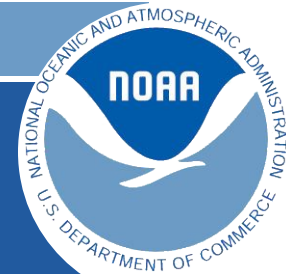


# ProTech 2.0 Draft RFP Review

This procurement employs a two-phased **Advisory Down-Select**

1. Phase I Submissions (Minimal, but Important)
2. Advisory Notices
3. Phase II Submissions (Heavy Lift)

[Periodic Table of Acquisition Innovation \(PTAI\) PDF Playbook](#)



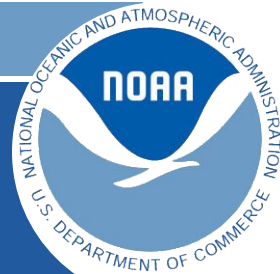
# Factor I - Demonstrated Technical Experience

The Government will assess its degree of confidence in an Offeror's demonstrated understanding of and experience in performing work that is relevant to the elements of the PWS.

This Factor is broken into three parts, across two phases:

- Phase I
  - Part 1
- Phase II
  - Parts 2 and 3

**Offerors are not required or expected to have relevant technical experience for every element**



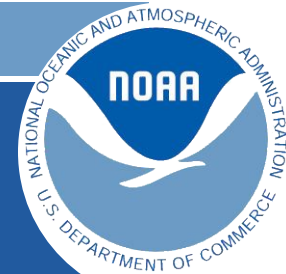
# Factor I - Demonstrated Technical Experience

## Phase I

The Government's evaluation will quantify an Offeror's technical experience based on the level of breadth and depth in an Offeror's self-assessment of its **recent** and **relevant** demonstrated technical experience.

- Using the tool provided, Offerors are asked to perform a self-assessment of their technical experience for each element.
- Experience can come from the Prime or a Teammate, but only Prime experience counts in Phase I
- **Integrity is important!** Self-assessment selections will be validated in Phase II

**Offerors are not required or expected to have relevant technical experience for every element**



# Factor I - Demonstrated Technical Experience

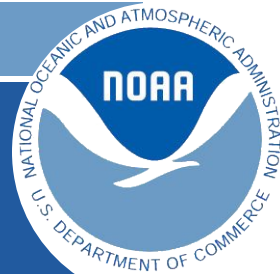
## Phase II

The Government will assess its degree of confidence in an Offeror's demonstrated understanding of and experience in performing work that is relevant to the elements of the PWS.

Submissions include:

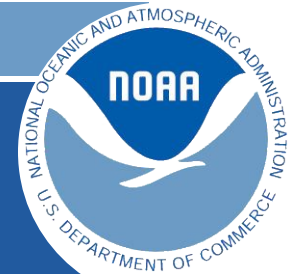
- Completed Phase II tab of the tool
- Detailed descriptions for up to 15 demonstrated technical experience examples

Validation: All relevant technical experience examples must align accurately from Phase I through Phase II



# Tool Demo

We will now pause for a demonstration of the Relevant Technical Experience Tool, provided by Dr. Mike Baker.



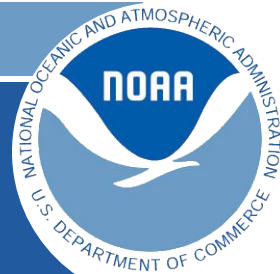
# Factor II - Management Approach

Will be conducted via an Oral Presentations.

Specific instructions for this Factor will be provided only to those Offerors who choose to participate in Phase II, in accordance with the RFP.

To evaluate Factor II, the Government will review the spoken information presented in the oral presentation. The slides to be submitted with the oral presentation **WILL NOT BE EVALUATED** for Management Approach.

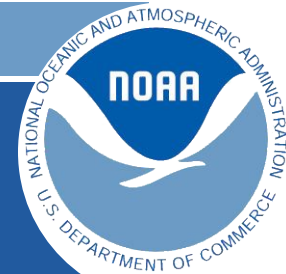




## Factor III - Past Performance (PP)

Past Performance will be evaluated based on the recency, relevancy and quality of the Offeror's past performance. Past performance submissions that are not recent and relevant will not be considered in the evaluations.

- Definitions of recent and relevant are in the RFP
- Up to eight examples (at least three for prime)
- PP must be related to one or more of the Relevant Technical Experience examples cited in Volume II
- Contract description and Contractor Performance Assessment Reporting System (CPARS) Reports
- Offerors responsible for past performance questionnaire submittals



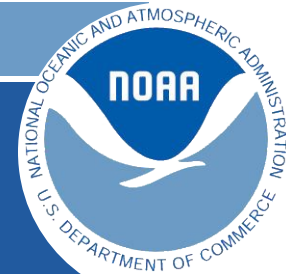
## Factor IV - Cost/Price

Ceiling hourly rates should reflect the highest proposed rate at the highest cost location for each labor category in the tool

Ceiling hourly rates shall be fully burdened

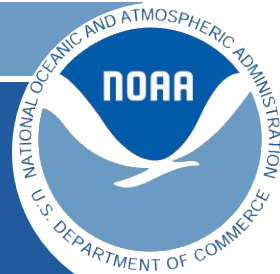
Rates will be evaluated for reasonableness:

- Ensure that the supporting information for your rates is clear and complete
- The offeror gains no advantage by bidding low ceiling rates, especially on a 10-year IDIQ



# Schedule: RFP to Award

<b>Milestone Description</b>	<b>Estimated Date(s)</b>
Draft RFP	5/17/2024 - 6/7/2024
Questions Due	6/7/2024
Phase I RFP Released	TBD
Phase I Proposals Due	3 Weeks After RFP Closes
Notification of Advisory Down-Select	2-3 weeks after Phase I closes
Phase II Proposals Due	4 weeks after receipt of Phase II instructions
Award Contracts	Q3, Fiscal Year (FY) 2025

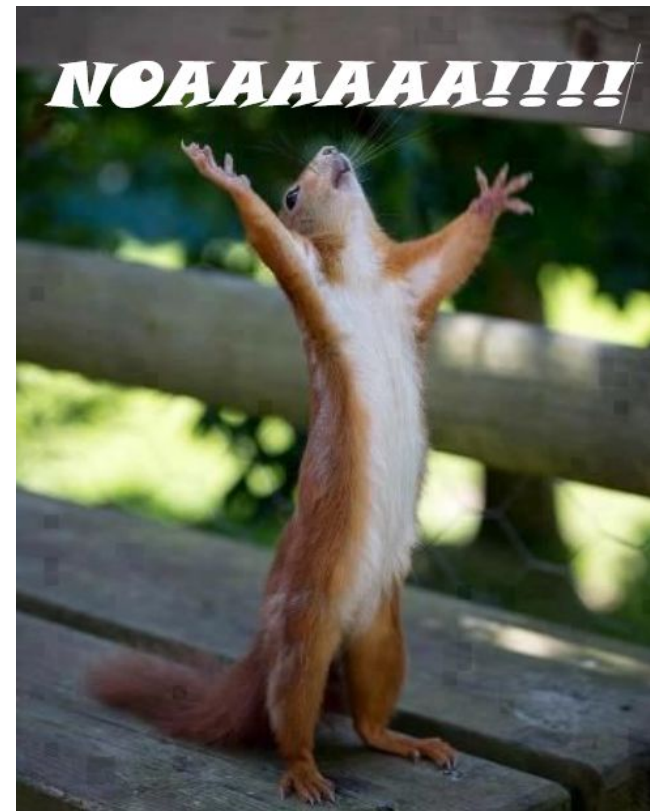


# Temp Check

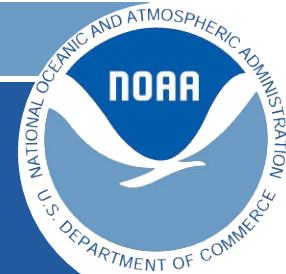
A



B

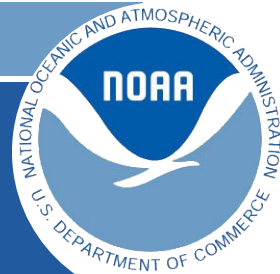


OR



# Lessons Learned



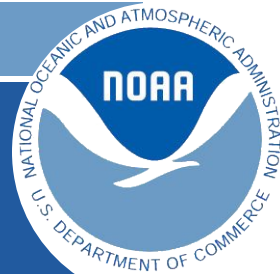


# Best Practices

## Acronyms



Provide the complete spelling of an acronym when it is first used. Lists of Acronyms provide convenient reference for proposal evaluators. Acronym Lists generally are not included in the page count.

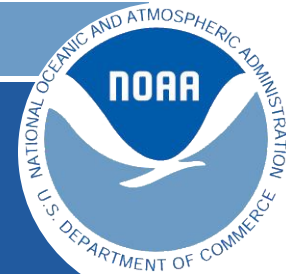


# Best Practices

## Contract Summary



A brief summary of the purpose of the contract being cited as a Demonstrated Technical Experience provides useful background and context that supplements the text associated with demonstrating capability for a specific element.



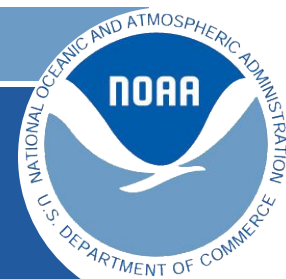
# Best Practices

## Editing



Make sure there are no spelling, grammatical, or formatting errors. Graphics are clear and their content is legible.





# Best Practices

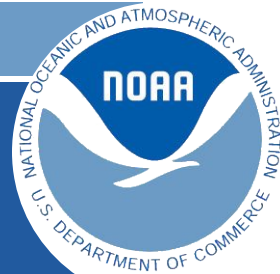
## Familiarity with NOAA



Identifying and relating proposals to the NOAA mission, understanding the challenges faced by NOAA.

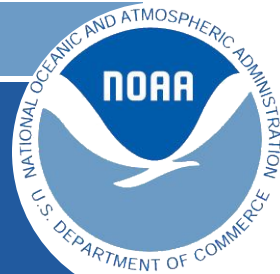
## Proposal Structure

Clear identification of the text that is meant to apply to a given element or requirement.



# Lessons Learned



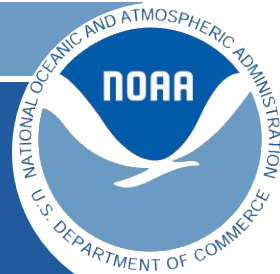


# Poor Practices

## Assertion of Capability with Failure to Demonstrate

The assertion of capability such as, “We provided service X on contract Y,” fails to demonstrate understanding, such as insight into details, or challenges that would be encountered, or proficiency with tools commonly used, when providing subject matter expertise or a service.

**BAD PRACTICE**

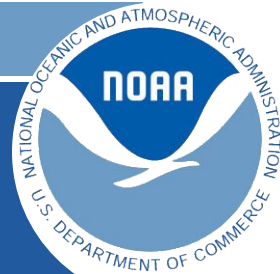


# Poor Practices

## Using Nonspecific Words

“Support” is most commonly encountered, and fails to identify the actual service the proposer contributed to the project. Similar words include “works with”, “help”, “assist”, “manage”, or “aid.”

**BAD PRACTICE**

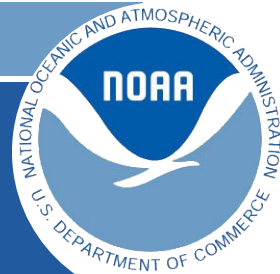


# Poor Practices

## Citing Individuals

Describing the capability of an individual can raise concern about whether the corporate capability is a single point of failure and lost if the individual retires or changes jobs.

**BAD PRACTICE**

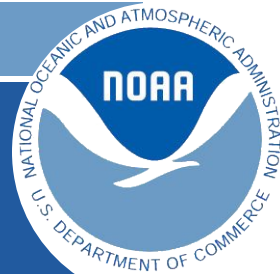


# Poor Practices

## Failure to Identify Relevance

If the technical experience being cited was performed on a non-NOAA project, the failure to explain why the experience is relevant, or would be beneficial to NOAA can cause the experience to be discredited.

**BAD PRACTICE**

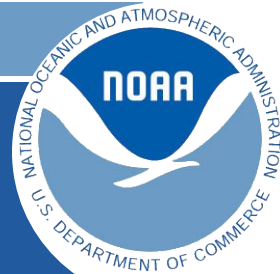


# Poor Practices

## Highly Complex or Technical Language

Especially for technical work performed outside of NOAA, highly complex or technical services and projects should be described using nomenclature familiar to NOAA scientists or engineers (e.g. not esoteric military jargon). Always consider your audience.

**BAD PRACTICE**



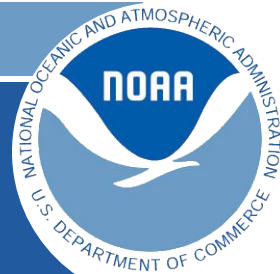
# Poor Practices

## Identical Content for Successive or Multiple Generations of Contracts

Extensive experience is valuable. Capturing successive generations of the same contract work informs successful performance and depth of knowledge. Repeating identical content for successive generations of a contract adds no value to the proposal. The unique challenges and achievements of each generation should be featured.

**BAD PRACTICE**



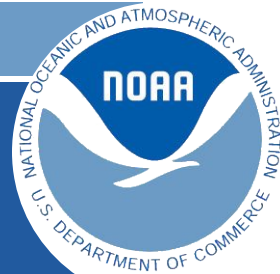


# Poor Practices

## Lacking a List of Acronyms

Only content within the “four corners of the proposal” can be considered during evaluation (no supplemental research outside of the proposal is allowed). Failure to include a list of acronyms leaves reviewers to speculate – possibly incorrectly – the meaning of an acronym.

**BAD PRACTICE**



# Poor Practices

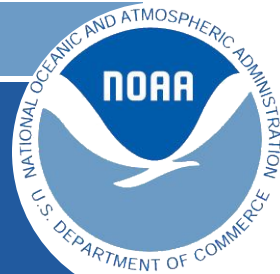
## Misordering or confusing ordering of text

Addressing elements/requirements in a random or different order than they appear in the PWS can be confusing to evaluators.

## Non Responsive Content

Avoid including content that does not specifically address an element/requirement.

**BAD PRACTICE**

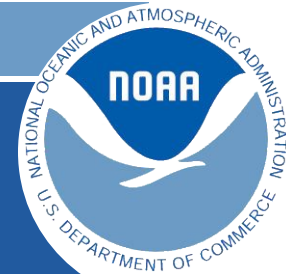


# Poor Practices

## Nonuniformity of Content

Proposal should have a uniform style of writing throughout. Interleaving well written and poorly written proposal elements detracts from the overall proposal quality.

**BAD PRACTICE**

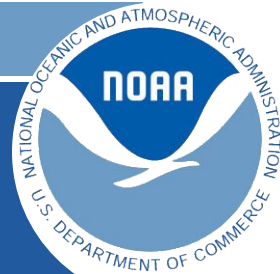


# Poor Practices

## Unclarity of Role

In team-based projects it is important to identify the proposer's specific role and specific contributions to the project. For example, distinguishing between being the project manager and a subject matter expert that provides technical services to the project.

**BAD PRACTICE**



# Poor Practices

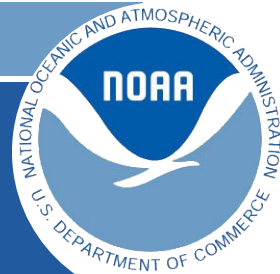
## Non Sequential Flow

Proposals that require the reader to frequently reference back to previous content tend to disrupt the reviewer's continuity of thought.

## Tardiness

Don't wait until the last minute to submit proposals. One minute late means it

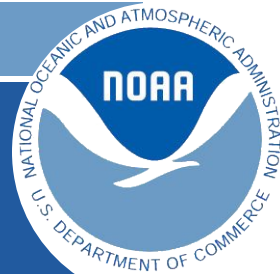
**BAD PRACTICE**



# Questions and Answers

To ask a question of our presenters, please enter it in the Q&A Section only. Questions in the chat will not be answered.

We may not be able to answer all of your questions today. However, responses to all questions received today, and in response to the Draft RFP, will be posted publicly via SAM and the ProTech website.



Thank you  
for taking the time  
to join us!

<https://www.protechservices.noaa.gov/>