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Sharpening the Edge

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How to Submit a Proposal to ONR

Navy Gold Coast Small Business Procurement Event

August 2012

Report Documentation Page

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The Office of Naval Research

The **Office of Naval Research** invests in innovative operational concepts to develop the science and technology (S&T) that ensures our warfighters always have the **technological edge.**



ONR Mission — “to plan, foster, and encourage scientific research in recognition of its paramount importance to future Naval power and national security.” — Public Law 588 of 1946

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DOING BUSINESS WITH ONR

ONR is constantly looking for innovative scientific and technological solutions that address current and future Navy and Marine Corps requirements. We want to do business with people and organizations with:

- *Ground-breaking ideas;**
- *Pioneering scientific novel technology developments;**
- *First-class support services**

“GETTING STARTED”

Before you can do business with the Office of Naval Research, Department of the Navy, Department of Defense and other federal agencies, you may need to obtain certain credentials first:

- **Federal Supply Classification and North American Industry Classification Codes**

The Office of Naval Research, Department of the Navy, Department of Defense and other federal agencies frequently list product and service requirements by Federal Supply Classification (FSC) Code, or North American Industry Classification System (NAICS) Code. It is helpful to know the FSC and NAICS code(s) that are applicable to the product(s) or service(s) you are interested in marketing.

“GETTING STARTED”

- **Obtain Data Universal Number System Number**

You must obtain a data universal numbering system (DUNS) number to conduct business with the Office of Naval Research. A DUNS Number is a unique nine-digit identification sequence that provides a unique identifier for a business entity, while linking corporate family structures together. You can obtain a free DUNS number online.

- **Register with the System for Award Management (SAM) (formerly Central Contractor Registration, i.e., CCR)**

You must register in the SAM system. The SAM system is an online database designed to hold information relevant to procurement and financial transactions. SAM is combining eight federal procurement systems and the Catalog of Federal Domestic Assistance into one new system. SAM registration is free and you can apply online at <https://www.sam.gov/sam/>

“SUBMIT A PROPOSAL”

Contract proposals are submitted in accordance with opportunity announcements. Each announcement contains specific proposal requirements. Please refer to the individual funding announcement for proposal submission guidelines. For a listing of current proposal opportunities with the Office of Naval Research, consult our website at:

<http://www.onr.navy.mil/Contracts-Grants/Funding-Opportunities.aspx>

Certifications:

In accordance with FAR 4.1201, prospective contractors must complete electronic annual representations and certifications. The online representations and certifications application (ORCA) is an e-government initiative that was designed to replace the paper-based representations and certifications process.

ORCA will be supplemented with the ONR ‘specific’ representations and certifications which may be found at: <http://www.onr.navy.mil/Contracts-Grants/submit-proposal/~media/Files/Contracts-Grants/Downloadable%20Forms/ONR-Contract-Specific-Representations-Certifications.ashx>

“SUBMIT A PROPOSAL”

Organizational Conflicts of Interest:

With an increase in corporate mergers and acquisitions in recent years, the frequency and risk of potential conflicts has increased. To ensure fairness in the consideration of proposals for ONR systems engineering and technical assistance and/or support services, The Command has implemented policies to protect against organizational conflicts of Interest:

- The guidelines and policies apply to science and technology programs at ONR headquarters, regional offices (i.e., Atlanta, Boston, Chicago, San Diego and Seattle), PMR-51 and in ONR Global locations (i.e., London, Prague, Santiago, Singapore and Tokyo).
- All prospective performers and potential support services partners are encouraged to review, including definitions of various conflicts, as well as relevant GAO documents and court decisions pertaining to competitive interests at :
<http://www.onr.navy.mil/About-ONR/compliance-protections/Organizational-Conflicts-Interest.aspx>

“SUBMIT A PROPOSAL”

Contact the ONR Technical Point of Contact (TPOC):

Potential Offerors are urged to check the program areas that they are interested submitting a proposal or if interested for updates to the various thrust areas and research priorities throughout the year prior to submission are ‘STRONGLY ENCOURAGED’ to make contact with the cognizant ONR Point of Contact (POC)

To identify the cognizant TPOC visit the ONR website at www.onr.navy.mil follow the link for the appropriate code or division for the area of interest and then click on the link to the thrust area or topic area that you wish to submit a proposal for. Each thrust area or topic area will provide a POC’s email and/or telephone.

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Contact the ONR Technical Point of Contact (TPOC):

Example:

Command, Control, Computers and Communications (C4) - which seeks to provide tomorrow’s small unit naval expeditionary war fighters with the precise information they need, when they need it, especially in complex, hybrid warfare environments. Warfighters must have nearly-ubiquitous communications and availability of information to maneuver units, long-reach on-the-move communications enabling technologies that allow lower-echelon war fighters to exploit the global network, and technology to allow small unit war fighters to gain timely, accurate, and nearly complete situational awareness:

<http://www.onr.navy.mil/Science-Technology/Departments/Code-30/All-Programs/C4.aspx>

Contact Information

- **Name:** John Moniz
- **Title:** Thrust Manager
- **Department:** Code 30
- **Email:** john.moniz@navy.mil

“SUBMIT A PROPOSAL”

Requirements for Preparing a Technical and Cost Proposal:

The following three documents must be completed and submitted for contract consideration:

- [Cost Proposal Spreadsheet](#)
- [Technical Proposal Template](#)
- [Technical Content](#)

*Templates are fillable PDFs

*Templates may be accessed at:

<http://www.onr.navy.mil/Contracts-Grants/submit-proposal/contracts-proposal/cost-proposal.aspx>

“SUBMIT A PROPOSAL”

Proposal Template Purpose:

The purpose of the requested information is to assist government personnel in the review and evaluation of technical and cost proposals submitted by Offerors. Offerors are reminded that the responsibility for providing adequate supporting data and attachments lies solely with them. The basis and rationale for all proposed information should be provided as part of the proposal so that Government personnel can place reliance on the information as current, complete and accurate.

“SUBMIT A PROPOSAL”

“REQUIRED TECHNICAL AND COST PROPOSAL TEMPLATES”

- *The format and requirements have been developed to streamline and ease both the submission and the review of proposal packages
- *The template and spreadsheet have instructions imbedded into them that will assist with completing the documents
- *The template and spreadsheet require completion of cost-related information and both documents must be fully completed to constitute a valid proposal package.
- *Templates for contracts can be found at: <http://www.onr.navy.mil/Contracts-Grants/submit-proposal/contracts-proposal/cost-proposal.aspx>
- *Subcontractors are required to provide a separate cost proposal spreadsheet to support proposed costs.

“SUBMIT A PROPOSAL”

‘Technical Content ‘ Template Requirements:

- Technical Approach and Justification
- Statement of Work
- Project Schedule and Milestones
- Management Approach
- Personnel Qualifications
- Current Pending Project and Proposal Submissions
- Relevant Experience
- Attachments, e.g., Addendums, Exhibits, Figures, Resumes, etc...

“SUBMIT A PROPOSAL”

‘Cost Proposal’ Template Requirements:

Total Cost Summary Spreadsheet; the chart is a fill-able form requires the following cost information:

- *Direct Labor Costs
- *Fringe Benefit Costs
- *Labor Overhead Costs
- *Subcontract Costs
- *Consultant Costs
- *Other Direct Costs
- *Material & Handling Costs
- *G&A
- *Cost of Money
- *Fixed Fee

“SUBMIT A PROPOSAL”

‘Cost Proposal’ Template Requirements:

Cost by Task: In addition to providing summary by period of performance (base and any options), the contractor is also responsible for providing a breakdown of cost for each task identified in the statement of work. The sum of all cost by task worksheets **MUST** equal the total cost summary.

Options: If proposing options, they must be separately priced and separate worksheets or tables should be provided for each option. Any proposed options that are not fully priced out, will not be included in any resulting award.

“SUBMIT A PROPOSAL”

‘Cost Proposal’ Template Requirements:

Additional instructions and provided are provided for:

- Escalation & Indirect Rates**
- Subcontractors**
- Consultants**
- Materials-Supplies**
- Equipment**
- Travel**
- Other Direct Costs**

“SUBMIT A PROPOSAL”

‘Cost Proposal’ Template Requirements:

Subcontractor Data:

Subcontracts/Interorganizational Transfers – A fully disclosed cost proposal as detailed as the Offeror’s cost proposal including support documentation will be required to be submitted by all proposed subcontractors and for all interorganizational transfers over \$150,000. For subcontracts and interorganizational transfers under \$150,000, only a cost proposal with cost categories broken out must be provided.

If options are proposed, the option periods should be separately priced. The subcontract or interorganizational transfer proposal, along with supporting documentation, must be provided either in a sealed envelope with the prime’s proposal or via email directly to the Program Officer or Contract Specialist upon request. The email should identify the prime Offeror, proposal title, and that the attached proposal is a subcontract. The subcontract and interorganizational transfer proposals with supporting documentation must be received and reviewed before the Government can complete its cost analysis of the proposal and enter negotiations.

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‘*Cost Proposal*’ Template Requirements:

Materials:

Material is property that may be incorporated into or attached to a deliverable end item or that may be consumed or expended in performing a contract. It includes assemblies, components, parts, raw and processed materials, and small tools and supplies that may be consumed in normal use in performing a contract. Material should be proposed separately from Equipment.

Provide supporting documentation to support your price basis i.e. copy of quote, page from catalog, or a detailed explanation of how the estimate was derived...

“SUBMIT A PROPOSAL”

‘Cost Proposal ’ Template Requirements:

Equipment:

Contractors are normally required to furnish all equipment and/or facilities necessary to perform Government contracts. The Government may allow equipment and/or facilities only under a special circumstances. If equipment and/or facilities are proposed, the specific description should identify the component, nomenclature, and configuration of the equipment/hardware that it proposes to purchase for this effort. The purchase on a direct reimbursement basis of equipment that is not included in a deliverable item will be evaluated for allowability on a case-by-case basis. Maximum use of Government integration, test, and experiment facilities is encouraged.

Definitions of ‘Special Test Equipment’, ‘Special Tooling’, and ‘Plant Equipment’ are provided.

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***‘Technical Proposal’* Template Requirements:**

***General Information – e.g.,**

- Company Information**
- CAGE Code**
- Proposal Title**
- Location of Principal Investigator**
- Business and Technical Contacts**
- Proposal Type**
- Proposed Total Amount/Period of Performance(POP)/Applicable SOW Tasks**
- Signature of Authorized Company Representative – Authorized to Enter into Agreement with the Government**
- POC to receive Electronic Document Access System (EDA) for award/ modification documents**
- etc...**

...

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‘Technical Proposal’ Template Requirements:

*Special Requirements – e.g.,

- Flight Testing
- Test Driving Vehicles
- Use of Ammunition or Explosives
- Use of Active Sonar
- Animal Use
- Human Subject Use
- Recombinant DNA Molecules
- Use of Government Facilities/Test Sites
- Government Furnished Property (GFP)
- Reports (data)/Deliverables (hardware/prototype/software)
- Location of Work
- etc...

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***‘Technical Proposal’* Template Requirements:**

***Cost Content – e.g.,**

- Is your organization registered /active in CCR?**
- Have you completed the Online Representations and Certifications (ORCA)?**
- Include ‘ONR-Specific’ Representations and Certifications (link provided)**
- Defense Contract Audit Agency (DCAA) and Defense Contract Management Agency (DCMA) cognizant DCAA/DCMA Name, Address and POC (if known)**
- Do you have a DCAA/DCMA approved accounting system?**
- Do you have a Forward Pricing Rate Agreement (FPRA) or Forward Pricing Rate Recommendation (FPRR)?**
- Purchasing System – Do you have an approved Purchasing System (ACO @ DCMA)?**
- Estimating System – Do you have an approved Estimating System (ACO@ DCMA)?**
- Prior Awards – List of most recent ONR awards received in the last 5 years**
- etc...**

“SUBMIT A PROPOSAL”

When Responding to the Solicitation:

- **Ask Questions in Writing**
- **Technical Proposal**
 - **Address all Technical Evaluation Criteria**
 - **Be aware of paper, font, spacing & margin requirements and page limits**
- **Cost Proposal**
 - **Submit a complete breakdown of all costs**
- **Submit Reps & Certs (on-line and specific)**
- **Late is late!**

“SUBMIT A PROPOSAL”

Local Area Procurement Technical Assistance Centers (PTACs):

Obtain assistance from your local PTAC:

All PTACs are staffed with counselors experienced in government contracting and provide a wide range of services including classes and seminars, ***individual counseling*** and easy access to opportunities, contract specifications, procurement histories, and other information necessary to successfully compete for government contracts.

“SUBMIT A PROPOSAL”

DLA Procurement Technical Assistance Centers (PTACs):

The Defense Logistics Agency (DLA) administers the DoD Procurement Technical Assistance Program (PTAP). **PTACs are a local resource available at no or nominal cost that can provide assistance to business interested in doing business with Federal, state and local governments .** PTACs are located in each State and U.S. Territory.

Locate your Area PTAC at:

<http://www.dla.mil/SmallBusiness/Pages/ProcurementTechnicalAssistanceCenters.aspx>

COMMITMENT TO SMALL BUSINESS

ONR's Commitment to Small Business:

“The Office of Naval Research is committed to the Small Business Community having the maximum practicable opportunity to participate in the Navy’s acquisition program, both as Prime Contractors and Subcontractors.”



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