

EXHIBIT C

Evaluation Factors and Criteria

The Government will award an Blanket Purchase Agreement (BPA) with task orders against an existing Federal Supply Schedule Contract resulting from this Request for Quote (RFQ) to the responsible offeror whose quote conforms to requirements of this solicitation and will be most advantageous to the Government, price and other factors considered. The following information or factors shall be used to evaluate offers:

1. The Government will evaluate Quotes submitted in response to this solicitation, which meet the Material Requirements of the solicitation IAW the schedule, the PWS and the factors listed below. Failure to provide the minimal information needed for each factor may result in the Quote being considered non-responsive.
2. This procurement will be a single award on a best value evaluation resulting from this solicitation to the responsible offeror:
 - (a) Whose quote is technically acceptable and
 - (b) Whose technical/price relationship is the most advantageous to the Government. While price is secondary to technical, it will be a factor in the award decision.
 - (c) The Government reserves the right to make price/technical tradeoffs that are in the best interest and advantageous to the Government.
 - (d) Award may be made without discussions, except for minor clarifications.

Relative Importance of all Factors

The Evaluation Factors are listed in descending order of importance, except that Technical Approach, Personnel Qualifications and Corporate Experience are of equal importance and when combined are significantly more important than the draft Contractor Quality Control Plan (QCP), the draft Organizational Conflict of Interest Plan (OCI) and the Small Business Plan. Past Performance is significantly more important than Small Business Plan and Price. Price is the least important factor.

Evaluation Factors

1. This section is intended to explain the rationale and precise minimum criteria by which quotes, resulting from the request will be evaluated by the Government. Offerors shall prepare quotes with these criteria in mind, both in terms of content and organization, in order to assist the Contracting Officer in determining the relative merit of the quote in relation to the requirements as defined by the PWS. Offerors are advised that they are not restricted in what is presented in their quotes as long as sufficient material are provided to allow evaluation of specific elements of the quote as defined by the evaluation factors.
2. General Definition: The evaluation criteria for this procurement are categorized into several factors. The information presented in each factor are considered to be the desirable minimum traits of a contractor performing under a task order, awarded from this solicitation. General definition of these factors is as follows:

Factor 1 – Technical Approach

Understanding the Requirement as demonstrated by the adequacy of the offeror's approach to perform the PWS.

Factor 2 - Personnel Qualifications

Competency and likely effectiveness of the Offeror's personnel as determined by education and relevant experience, including relevant experience in general and research operations, regulated studies procedures, product development experience, and publication record. Key personnel resumes will be evaluated based on the relevance of the individual's education and experience relative to the PWS. The Government will evaluate the adequacy of the offeror's plan to retain and recruit qualified personnel.

Factor 3 – Corporate Experience

Extent and nature of experience of the Offeror in providing medical research management support services in contracts of similar size and scope; in hiring and retaining personnel in similar disciplines; in reviewing medical research protocols, with Title 10 regulatory compliance requirements, and in processing NACs.

Factor 4 – Draft Contractor Quality Control Plan (QCP)

The Government will evaluate the adequacy of your Quality Control Plan to include processes to ensure timely and successful performance of the PWS. The Final Contractor Quality Control Plan is a deliverable and shall be provided 10 days after contract award.

Factor 5 – Draft Organizational Conflict of Interest Mitigation Plan (OCI)

The Governemnt will evaluate the adequacy of the OCI plan to ensure proper execution of the requirements of the PWS. The Final OCI Mitigation Plan is a deliverable and shall be provided 10 days after contract award.

Factor 6 – Past Performance

Past Performance on the same or similar work of comparable size and complexity in the last three (3) years. Submit a minimum of three (3) completed questionnaires with your quote. (**Attachment 1 of solicitation**)

Factor 7 – Small Business Plan

The Government will evaluate the offerors intent to facilitate small business participation in their proposed subcontracting plans in performance of the requirements of the PWS. Offerors must provide substantiating documents such as teaming agreements, mentor protégé, reasons for no small business participation, etc with their price quote.

Factor 8 – Price

Price will be evaluated to determine price fair and reasonableness Therefore, the Contracting Officer will be responsible for ensuring the schedule pricing is used and negotiating discounts, whenever practicable.

3. Submission of Technical Proposal. Offeror's shall send four (4) copies of their technical quote/proposal, two (2) copies of their Past Performance, Small Business Plan and Price quote/proposal. Please provide CD's in accordance with the instructions on page 45. See Section L of this solicitation for more instruction. **Copies can be mailed to the following address:**

**Director
U.S. Army Medical Research Acquisition Activity (USAMRAA)
ATTN: MCMR-AAA-T/W81XWH-11-R- 0029 (Laura N. Charles)
820 Chandler Street
Fort Detrick, MD 21702**

4. Price and non-price related factors when combined equal total evaluated score.

(a) Except when it is determined not to be in the Government's best interest, the Government will evaluate offers for award purposes by adding the total price for all options to the total price for the basic requirement. The Government may determine that an offer is unacceptable if the option prices are significantly unbalanced. Evaluation of options shall not obligate the Government to exercise the option(s).

(b) A written notice of award or acceptance of an RFQ mailed or otherwise furnished to the successful contractor within the time for acceptance specified in the quote, shall result in a binding contract without further action by either party. Before the offer's specified expiration time, the Government may accept an offer (or part of an offer), whether or not there are negotiations after its receipt, unless a written notice of withdrawal is received before award.

(c) This requirement includes a base period and four (4) option periods. To be considered for award, an offeror must have a current GSA contract, which would ensure performance of the base and all option periods of this contract/task orders. The offeror shall submit a copy of its current GSA contract if it has any questions about the duration of its contract with GSA and thus its ability to perform the requirement.