

PZ-P

Thursday, May 03, 2012

MEMORANDUM FOR: (b)(6) Privacy

SUBJECT: Source Selection Documents, Vision Center at Davis-Monthan AFB, AZ,
(28)

CO must reply to each of the findings in the spaces provided. If CO complies with the suggested corrective action, a check mark is sufficient. This review and all other reviews are a part of the official contract file and must be kept in the contract folder.

1. SSC Report: (b)(5) Deliberative Process Privilege

Response: In accordance with EOP 65-13, the SSC committees are assigned to evaluate the proposals as technical experts that assign strengths, weaknesses and overall proposals ratings as they feel is accurate. (b)(5) Deliberative Process Privilege

2. CO Recommendation Letter: CO should add a definitive statement finding contractor responsible.

Response: The CO already made definitive statements in paragraph 5a. (b)(5) Deliberative Process Privilege

3. SSA Decision Memo: (b)(5) Deliberative Process Privilege

Response: (b)(5) Deliberative Process Privilege

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1. SSC Report: (b)(5) Deliberative Process Privilege

Response:

2. CO Recommendation Letter: CO should add a definitive statement finding contractor responsible.

Response:

3. SSA Decision Memo: (b)(5) Deliberative Process Privilege

Response:

4. SSA Decision Memo: (b)(5) Deliberative Process Privilege

Please indicate the actions taken in the spaces provided and reply to me electronically.

Sincerely,

(b)(6) Privacy

OFFICE SYMBOL: SD-V/C

MEMORANDUM FOR: (b)(6) Privacy

SUBJECT: Decision of Source Selection Authority for Concession Operation of a Vision Center at Davis-Monthan AFB, AZ.

1. In accordance with EOP 65-13, Value-Added Purchasing (VAP), the Source Selection Committee (SSC) recommendation, the recommendation of the contracting officer (CO) and the evaluation and award criteria set forth in the solicitation, I have determined it is in the best interest of the Exchange to award Sunland Optical, Inc. a contract to provide optical and optometry service at Davis-Monthan AFB, AZ.

2. Two offerors responded to the solicitation and were considered responsive and responsible. The two companies were National Vision, Incorporated (NVI) and Sunland Optical, Incorporated. National Vision received a technical merit score

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Sunland Optical, Inc. received a technical merit score of

3. The technical proposal evaluation consisted of three factors. The primary factors are listed in equal order of relative importance and were rated for each offeror as follows: Factor I – Management and Operations; Factor II – Pricing and Marketing and Factor III - Quality Comprehensiveness and Suitability to Execute the Contract.

a. Overall - In conclusion, the committee accurately rated

(b)(5) Deliberative Process Privilege

b. Overall - (b)(5) Deliberative Process Privilege

4. The proposed fee from National Vision Inc. (b)(4) Confidential/Proprietary and the proposed fee from Sunland Optical is 21.70%. Sunland Optical's proposed fee of 21.70%

(b)(5) Deliberative Process Privilege

5. Paragraph seven (7), of the Schedule in this solicitation, states that proposals are evaluated on factors of technical merit and fee. Generally, technical merit ranks as the highest factor in this purchasing action, and is more important than fee; however, fee is also important in the evaluation process. As proposals become more equal in their technical merit, the evaluated fee may be considered as the determining factor for award. The Exchange reserves the right to award a contract to other than the high technical offeror when determined to be in the best interest of the Exchange.

(b)(5) Deliberative Process Privilege

[Redacted]

• (b)(5) Deliberative Process Privilege

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• [Redacted]

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(b)(5) Deliberative Process Privilege

[Redacted]

(b)(5) Deliberative Process Privilege

[Redacted]

(b)(5) Deliberative Process Privilege

[Redacted]

(b)(6) Privacy

[Redacted]

SD-V/C/A

30 April 2012

MEMORANDUM FOR: Source Selection Authority

SUBJECT: Contracting Officer Recommendation to the Source Selection Authority Solicitation Number SDVC-11-011-11-472, Vision Center at Davis-Monthan AFB, Arizona.

1. In accordance with EOP 65-13, Value-Added Purchasing (VAP), a source selection Committee (SSC) was formed, contract award evaluation criteria was established and an electronic solicitation (e-solicitation) was issued to provide concession operation of a Vision Center (Optical Center and Optometry Clinic) at Davis-Monthan AFB, AZ. The e-solicitation was issued to six (6) sources on 20 January 2012 with proposals due on 21 February 2012. Two (2) proposals were received from the following offerors: Sunland Optical and National Vision. All proposals were opened on 23 February 2012.

2. A meeting was held 06 March 2012 by the Contracting Officer(CO) with (b)(6) Privacy Source Selection Authority, (b)(6) Privacy Source Selection Committee Chairperson, (b)(6) Privacy Source Selection Committee members to explain the duties and responsibilities of each participant and provide directions to safe guard the proposals and proposal information. The meeting was held twelve (12) days after proposal receipt due to the unavailability of the source selection authority (SSA) and source selection committee (SSC) members. The CO was informed that the SSA and all SSC members were out of the office the following week (27 February through 02 March 2012) while they were attending the Worldwide Service Business Manager's (SBM) conference in Houston, TX and would not return to back to work until 05 March 2012.

The technical proposals were immediately turned over to the SSC chairperson (b)(6) Privacy (b)(6) Privacy on 06 March 2012.

The SSC submitted their final results on 13 April 2012 to the contracting officer after the initial report dated 05 April 2012 was returned back to the SSC chairperson for further clarification regarding their award recommendation.

3. Technical Proposal Analysis: (b)(5) Deliberative Process Privilege

- o Factor 1: Experience and Past Performance
- o Factor 2: Management Approach
- o Factor 3: Financial

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Factor Rating	Description
(b)(5) Deliberative Process Privilege	(b)(5) Deliberative Process Privilege

(b)(5) Deliberative Process Privilege


Factor I: Management & Operations
Factor II: Pricing & Marketing
Factor III: Quality & Suitability
Overall:

Sunland National Vision
(b)(5) Deliberative Process Privilege

National Vision

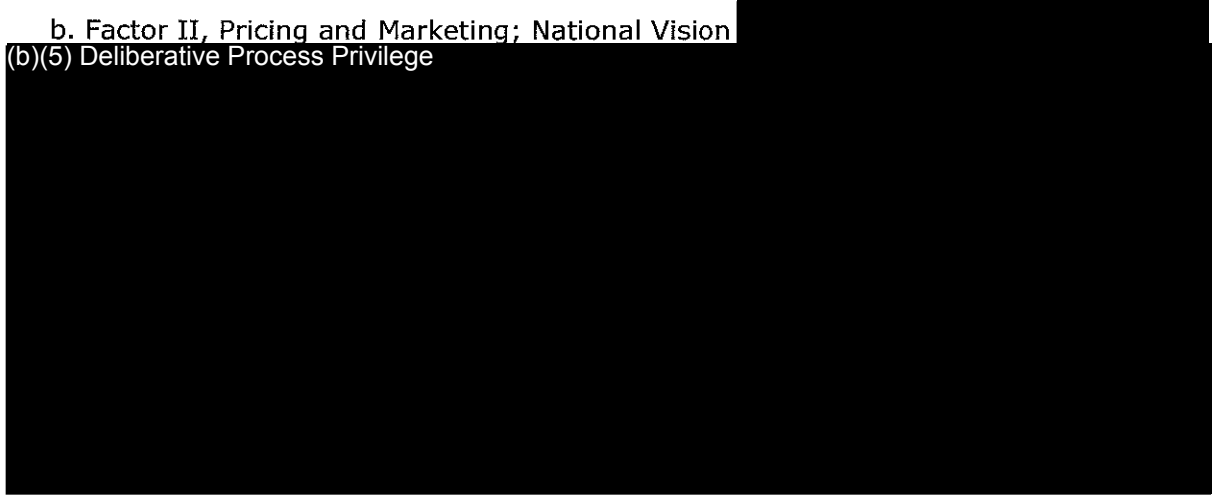
a. Factor I, Management and Operations: National Vision (NVT)
(b)(5) Deliberative Process Privilege (b)(5) Deliberative Process Privilege

(b)(5) Deliberative Process Privilege



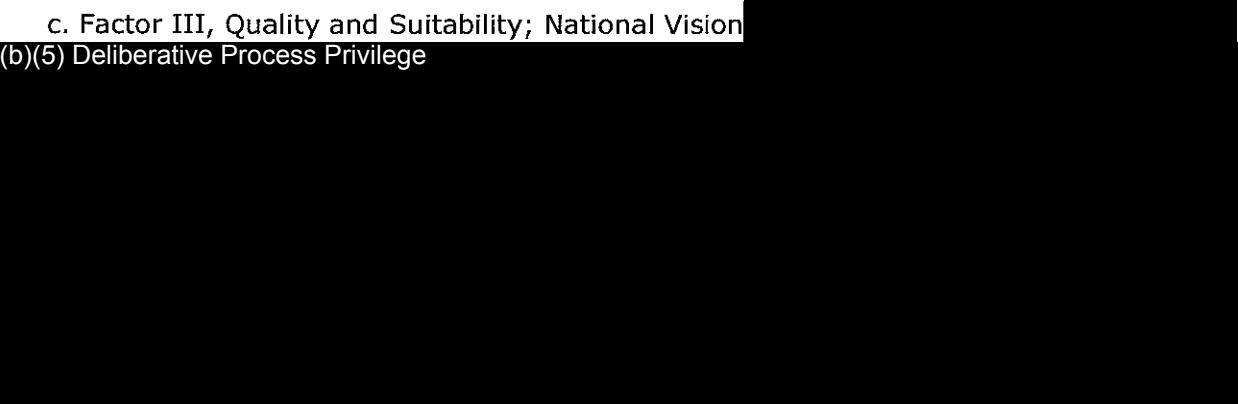
b. Factor II, Pricing and Marketing; National Vision

(b)(5) Deliberative Process Privilege




c. Factor III, Quality and Suitability; National Vision

(b)(5) Deliberative Process Privilege



d. Overall; In conclusion,

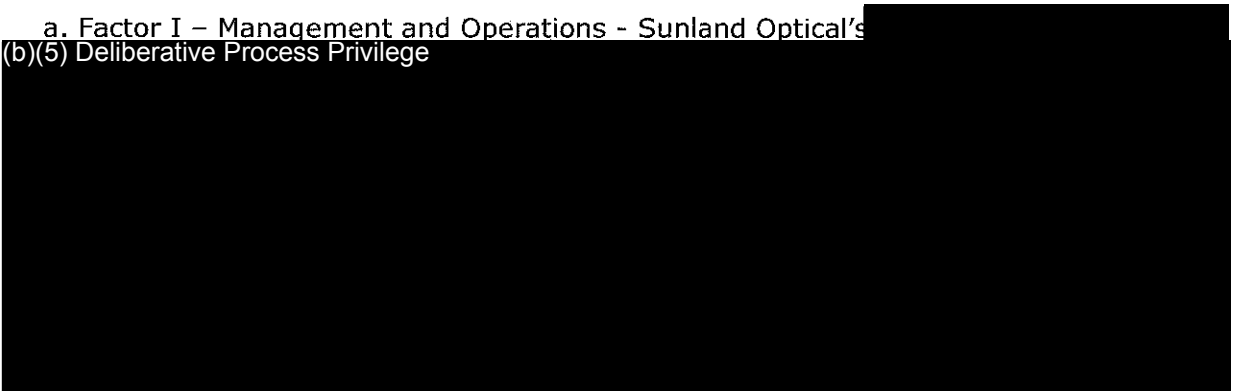
(b)(5) Deliberative Process Privilege



Sunland Optical, Inc.

a. Factor I – Management and Operations - Sunland Optical's

(b)(5) Deliberative Process Privilege



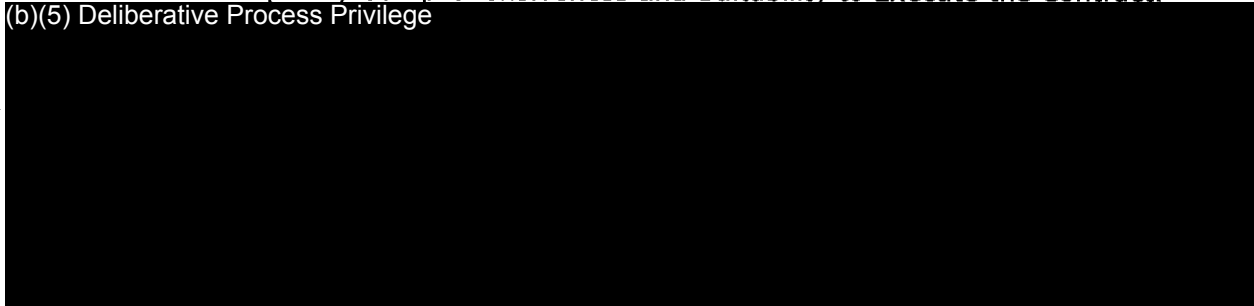
(b)(5) Deliberative Process Privilege



b. Factor II - Pricing and Marketing, Sunland
(b)(5) Deliberative Process Privilege



c. Factor III - Quality Comprehensiveness and Suitability to Execute the Contract.
(b)(5) Deliberative Process Privilege



d. Overall, Sunland's
(b)(5) Deliberative Process Privilege



Source Selection Committee Recommendation


(b)(5) Deliberative Process Privilege



(b)(5) Deliberative Process Privilege



Sunland's proposed fee of 21.70% (b)(5) Deliberative Process Privilege



5. **Contracting Officer's Recommendation:**

(b)(5) Deliberative Process Privilege



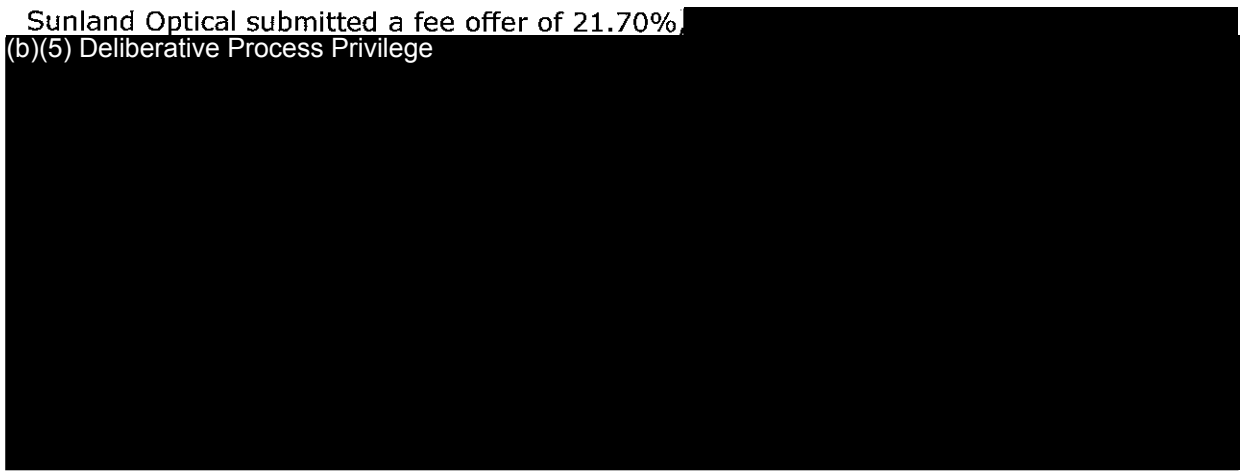
Paragraph seven (7), of the Schedule in this solicitation, states that proposals are evaluated on factors of technical merit and fee.

(b)(5) Deliberative Process Privilege



Sunland Optical submitted a fee offer of 21.70%.

(b)(5) Deliberative Process Privilege

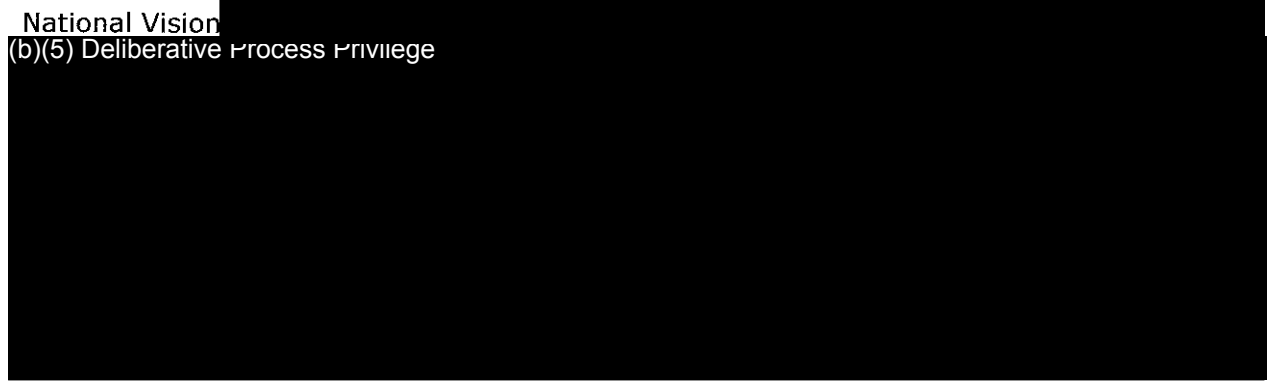


(b)(5) Deliberative Process Privilege



National Vision

(b)(5) Deliberative Process Privilege



(b)(5) Deliberative Process Privilege



(b)(5) Deliberative Process Privilege



In accordance with EOP 65-13, section 4-36, on 24 April 2012.

(b)(5) Deliberative Process Privilege



b. Sunland's proposed fee of 21.70%

(b)(5) Deliberative Process Privilege



(b)(5) Deliberative Process Privilege



(b)(5) Deliberative Process Privilege

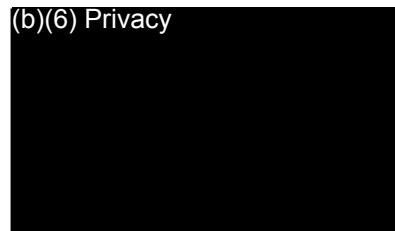


(b)(5) Deliberative Process Privilege



Therefore, it is the determination of the undersigned that awarding the Davis-Monthan AFB vision center contract to Sunland Optical, Inc. at 21.70% is in the best interest of the Exchange and their customers.

(b)(6) Privacy



Attachments