



U.S. General Services Administration

Contract Requirement vs. Evaluation Factor

A Key Sustainable Purchasing Decision

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Best Value

The vision for the Federal Acquisition System is to deliver on a timely basis the **best value** product or service to the customer, while maintaining the public's trust and **fulfilling public policy objectives**.

- FAR Subpart 1.1

Best value includes:

- Cost
- Quality
- Timeliness
- Socioeconomic considerations
- Competition objectives
- Sustainability
- And more

Contract Requirements

- Establish minimum sustainability requirements successful contractor must meet/perform
- Example: Meeting & Conference Services requirements
 - Use/supply green products (e.g., recycled content signage, reusable badges, Energy Star A/V equipment, etc.)
 - Recycling/Waste Minimization program
 - Access to public transportation

Evaluation Factors

- Build sustainability considerations into the evaluation process
- Evaluate how well each offeror addresses your criteria and weigh in relation to other factors (e.g., price, quality, etc.)
- Example: Meeting & Conference Services evaluation criteria
 - Rate Sustainability Plans based on how well they address:
 - Energy efficiency/conservation
 - Water management
 - Waste management
 - Use of green products

Supply Chain GHG Emissions Reporting

- EO 13514 required GSA to assess the feasibility of incorporating supplier GHG emissions into federal procurement process
- Pilot procurements began in 2011
- Selection considerations include size, visibility, scope, potential impact, and level of competition
- Market sector approach: analyze market capabilities, prioritize environmental impacts, customize the acquisition strategy

Case #1: Carbon Footprint Tool

- Background: IT solution/service, single award
- Market Research: varied marketplace adoption of sustainable/ GHG emissions reporting practices, small and large businesses
- Acquisition Strategy: Sustainability evaluation sub-factor included:
 1. sustainable practices (rated unacceptable to superior)
 2. GHG emissions reporting practices – 4 questions (rated neutral, satisfactory, excellent, or superior)

Case #2: Domestic Delivery Services

- Background: Government-wide contract, multiple awards, high \$ value, high visibility
- Market Research: Few competitors, large businesses, advanced GHG tracking capability, significant emissions directly associated with service (high impact)
- Acquisition Strategy: Prioritize GHGs by requiring:
 1. EPA SmartWay Transport Partnership (or GHG reporting directly to GSA/DOE)
 2. Annual reports quantifying GHG emissions associated with DDS3 (package delivery) by agency
 3. Annual report showing progress toward goals for AFV use

Summary – Pros & Cons

Evaluation Factors

- + Signal to industry
- + Scalable benefits for exceeding minimum requirements
- Contracting staff may resist GHGs as determining factor in award
- Potential for minimal direct impact
- More difficult to evaluate

Contract Requirements

- + Signal to industry
- + Straightforward approach
- + Ensures successful contractor will report GHG emissions
- No direct impact if successful already reports GHGs
- Not appropriate for many industries, small businesses (may restrict competition)
- No incentive to exceed minimum requirements



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