

IFIB: IFIB-ACT-SACT-22-134, Communications Vehicle

Reference: Q & A # 1

Date of Issue: 22 Nov 2022

The following questions were raised with respect to subject IFIB. Responses are to provide clarification.

Questions	Responses
<p>Annex A (Technical proposal Assessment) to Enclosure 6.c. Statement of Work for Marketing (Deliverable-based) [Item 1 in table] Minimum of two past performance citations each category within the last five years to show that it has successfully completed work that is similar to or directly traceable to the requirements outlined in this SOW... Provision of two client references...</p> <p>Annex A (Technical proposal Assessment) to Enclosure 6.e. Statement of Work for Digital Media Analysis (Deliverable-based) [Item 1 in table] Minimum of two past performance citations of each category within the last three years to show that it has successfully completed work that is similar to or directly traceable to the requirements outlined in this SOW.... Provision of two client references...</p> <p>It is unclear what the word 'category' means in this context. It could mean labor category. SOW task category.</p> <p>The difference between past performance citations and client references is also unclear. Past performance citations often include client contact information.</p> <p>1. Can NATO clarify what 'each category' means in the minimum requirements for 6.c and 6.e deliverables?</p> <p>2. Can NATO confirm that past performance citations are sufficient if they include client reference information?</p> <p>3. Can NATO confirm that offerors may list past performance from proposed personnel experience, commercial opportunities, and Government contract references?</p>	<p>1. YES</p> <p><i>Clarification on 6.c:</i></p> <p>Annex A to Enclosure 6.c. references 4 Serials aka Categories. These categories include:</p> <ul style="list-style-type: none"> • Serial 1 Media Kits • Serial 2 Podcasts • Serial 3 Videography • Serial 4 Article content generation and media placement <p><i>Clarification on 6.e:</i></p> <p>Annex A to Enclosure 6.e. references 3 Serials aka Categories. These categories include:</p> <ul style="list-style-type: none"> • Serial 1 Digital Audit and 2023 Recommendations • Serial 2 Monthly Digital Analysis • Serial 3 Website Refresh <p>2. YES, past performance citations are sufficient if they include client reference information.</p> <p>3. YES, offerors may list past performance from proposed personnel experience, commercial opportunities, and Government contract references.</p>
<p>Enclosure A (Technical proposal Assessment) to Enclosure 6.c (Section 14); 6.d (Section 13); 6.e (Section 13) - "...The Contractor is to provide a reference letter to show that it has completed</p>	<p>4. YES.</p>

work similar to the requirements outlined in this SOW."

The term reference letter is confusing for past performance.

4. Can NATO confirm that a reference letter may be provided for individuals' past performance whereas a Contract Signature page or Past Performance Questionnaire can be provided for corporate past performance?

