CO Evaluation Mirror™ Checklist for A-Es

See your SF 330 the way an A-E selection board may see it, before you submit.

Instructions: Review the announcement and agency instructions first. Complete the compliance gate, then rate each statement from 0 (not demonstrated) to 5 (exceptionally well demonstrated). Scores are internal readiness indicators, not the Government's selection formula. Apply the agency's actual announced evaluation criteria and relative importance.

SECTION 1: COMPLIANCE (Pass/Fail Review)

Selection insight: A strong team can lose consideration if its submission does not follow mandatory instructions.

☐ SF 330 Part I completed for the specific announcement, including required sections and signatures where requested

☐ SF 330 Part II provided for each required firm, branch, or team member as instructed

☐ All requested supplemental materials, attachments, and forms included

☐ Page limits, file naming, submission method, deadline, and formatting followed

☐ All applicable amendments and announcement updates addressed

☐ Firm and team eligibility, registrations, and representations checked as required by the announcement

☐ Project and personnel information is accurate, internally consistent, and verifiable

Review result: ☐ All mandatory requirements satisfied ☐ Correct before submission

SECTION 2: CLARITY & USABILITY (0–5)

Selection insight: The Board should not have to hunt for evidence of qualifications.

____ /5 Sections C and D make team organization and responsibilities easy to understand

____ /5 Section E resumes make proposed roles and directly relevant experience obvious

____ /5 Section F projects are selected and ordered to show relevance to this requirement

____ /5 Section G clearly connects key personnel to the cited projects

____ /5 SF 330 Section H directly addresses each published selection criterion

Subtotal: _____ /25

SECTION 3: SPECIALIZED EXPERIENCE & TECHNICAL COMPETENCE (0–5)

Selection insight: Similarity and demonstrated complexity matter more than broad claims.

____ /5 Section F projects demonstrate comparable scope, disciplines, scale, and complexity

____ /5 Project narratives identify specific technical challenges and the firm's solutions

____ /5 The proposed team demonstrates experience with applicable codes, standards, and federal design requirements

____ /5 Examples show quality of design, coordination, constructability, and cost/schedule discipline

____ /5 Experience demonstrates relevance to the agency mission and project-specific needs

Subtotal: _____ /25

SECTION 4: PROFESSIONAL QUALIFICATIONS & CAPACITY (0–5)

Selection insight: The Board is selecting a team that can deliver at the level of needed.

____ /5 Section E identifies appropriately licensed and qualified key professionals

____ /5 Named personnel have directly relevant experience in their proposed roles

____ /5 Section G supports claims about who performed the work on cited projects

____ /5 Current workload and available staff support timely performance, including concurrent task orders

____ /5 Subconsultants and specialty disciplines are integrated with clear responsibilities and availability

Subtotal: _____ /25

SECTION 5: PAST PERFORMANCE CONFIDENCE (0–5)

Selection insight: Performance history helps the Board judge the likelihood of success.

____ /5 Past projects demonstrate quality, timeliness, cost control, and client satisfaction

____ /5 References and client contact information are current and verifiable

____ /5 Narratives distinguish the submitting firm's actual work from other team members' work

____ /5 The submission explains how significant project issues were resolved

____ /5 Past performance evidence supports confidence in this specific team and requirement

Subtotal: _____ /25

SECTION 6: LOCATION, LOCAL KNOWLEDGE & DIFFERENTIATION (0–5)

Selection insight: Show why this team is especially qualified under the announced criteria.

____ /5 Section H addresses geographic location and local knowledge, when stated as a criterion

____ /5 The team demonstrates familiarity with site conditions, stakeholders, permitting, and regional constraints when relevant

____ /5 Distinctive technical strengths are supported by project examples rather than slogans

____ /5 Proposed team organization shows practical coordination across disciplines and offices

____ /5 The overall SF 330 provides a clear, evidence-based reason to shortlist or rank the firm highly

Subtotal: _____ /25

FINAL SCORING

Category	Self-assessment
Compliance	Pass / Correct
Clarity & usability	____ /25
Specialized experience & technical competence	____ /25
Professional qualifications & capacity	____ /25
Past performance confidence	____ /25
Location, local knowledge & differentiation	____ /25
TOTAL	____ /125

Decision guide (internal only):
110–125 = strong presentation of qualifications;
90–109 = meaningful weaknesses to address;
below 90 = revisit submission strategy.
(NOTE: These bands are FedSubK self-review prompts, not agency cutoffs or award predictions.)

RED FLAG ALERTS

☐ Missing mandatory SF 330 content or failure to follow submission instructions
☐ Projects or resumes do not establish relevance to published criteria
☐ Named staff or team roles cannot be substantiated
☐ Unsupported claims about experience, capacity, or performance
☐ Generic Section H narrative that does not address the announcement

Recommendation: Correct material weaknesses before submission. Distinguish mandatory compliance failures from weaknesses that affect comparative ranking.

ASK YOURSELF

Would this SF 330 give a selection board enough evidence to place our firm among the most highly qualified?
☐ YES ☐ NO

Does it reduce uncertainty about our qualifications and ability to perform?
☐ REDUCE ☐ INCREASE ☐ NO CHANGE
If NO or INCREASE: re-evaluate, revise, or decline the opportunity.

Reminder:

Do not include a price proposal in this qualifications review unless the announcement expressly requires specific information. Price negotiations normally follow ranking with the highest-qualified firm.

Selection criteria and procedures are governed by the applicable announcement and FAR Subpart 36.6, including 36.602-1 and 36.702.

References:

https://www.acquisition.gov/far/subpart-36.6

https://www.acquisition.gov/far/36.602-1

https://www.acquisition.gov/far/36.702