

# The 2017 Secretary of Defense Performance-Based Logistics Awards Program for Excellence in Life Cycle Product Support

## 1. Purpose

The Secretary of Defense Performance-Based Logistics (PBL) Awards Program was established to recognize government and industry teams that demonstrate excellence in PBL development, implementation and execution in life cycle product support. The Secretary of Defense PBL Awards Program is intended to:

- Enhance PBL awareness throughout the Department of Defense (DOD);
- Improve mission success through increased materiel availability and reliability with reduced ownership costs by encouraging teamwork and alignment of objectives across government and industry teams of program and product support integrators and product support providers;
- Recognize exceptional performance for government and industry excellence in developing, implementing and executing exceptional PBL solutions;
- Foster development of competitive programs within DOD components by providing a higher level of competition-commensurate recognition;
- Encourage innovative management and effective use of resources; and
- Capitalize on the organic providers' roles, responsibilities and capabilities through partnering.

## 2. Eligibility

Nominations are for teams that have exhibited outstanding performance in PBL development, implementation and execution in life cycle product support strategies and arrangements.

The Secretary of the Defense PBL Awards will be given to recognize outstanding performance, based on the criteria outlined below, within the 12-month period from January 1, 2016 through December 31, 2016. One winner will be selected from each category.

All DOD activities whose mission is to provide life cycle product support to armed forces missions are eligible.

Nominations must specify an appropriate competition category. Categories of competition are:

- **System Level:** Weapon system platforms and/or system of systems programs.
- **Subsystem Level:** Weapon subsystems.
- **Component Level:** All other subassemblies, components, products and services.

### 3. Process

Responsibilities: The Assistant Secretary of Defense for Logistics and Materiel Readiness (ASD(L&MR)) will:

- Provide overall guidance for the Secretary of Defense PBL Awards Program.
- Be the approval authority for the final selection of the Secretary of Defense PBL Awards winners.

The Deputy Assistant Secretary of Defense for Materiel Readiness (DASD(MR)) will provide overall management of the program and will convene the awards selection board, composed of representatives from the Office of the Secretary of Defense, the services, Defense Acquisition University (DAU), and Joint Staff Headquarters. The primary point of contact for administration of the award process will be the Office of the DASD(MR).

The U.S. Army Acquisition Support Center (USAASC) will coordinate and host the boarding process for Army's nominations to the Office of the DASD(MR).

### 4. Nominations

Each Army organization may submit unlimited nominations per category to USAASC. Each service or agency may submit two nominations per category to ODASD(MR). The nomination packages must be submitted with an endorsement from the appropriate component acquisition executive. All awards must be completed using the award application format herein. The narrative must be submitted as a Microsoft Word document in 12-point, Times New Roman font. Up to three pages of supporting graphics may be submitted as a PDF or included in the nomination narrative document. Nominations can be uploaded at <http://asc.army.mil/acquisition-awards>. **Nominations must be received by the close of business on July 21, 2017. Due to schedule constraints, late submissions cannot be considered.** The award coordinator will acknowledge receipt of each application. If the point of contact has not received a confirmation e-mail within two business days after submission, please contact the award coordinator.

#### Criteria for Nomination/Selection

The PBL Award is granted in recognition of successful development, implementation and execution of performance-based product support strategies. PBL is an important DOD tool for delivering integrated, affordable product support arrangements designed to deliver warfighter requirements and reduce operating and support costs. The tenets of PBL incentivize productivity and innovation in industry and government. The following criteria will be used to evaluate the nominated teams during the selection process:

Improvements in Warfighter-Based Capabilities and Outcomes (50 percent weighted scoring):

- Mission Success
- Materiel Availability
- Reliability

Sustainment Strategy Effectiveness/Efficiency (50 percent weighted scoring):

- Operating and Support Cost Reduction
- Public-Private Partnering
- Systems Engineering for Supportability Approach
- Logistics Footprint Reduction
- Obsolescence Management
- Arrangement Type/Period of Performance/Incentives
- Any Cost Initiatives

Evidence of how the PBL arrangement aligns with the PBL tenets, outlined in the November 22, 2013 ASD(L&MR) PBL Comprehensive Guidance Document, should be provided, including:

- An objective, measurable work description that delivers a product support outcome;
- Arrangement length, terms and funding strategies that encourage delivery of the required outcome;
- A manageable number of metrics linked to arrangement requirements that reflect desired warfighter outcomes and cost reduction goals;
- Incentives to achieve required outcomes and cost reduction initiatives;
- Risks and rewards shared between government and commercial product support integrators and providers; and
- Synchronization of multiple product support arrangements (if applicable) to satisfy warfighter requirements.

### **Submission directions**

Be specific with accomplishment results by criteria, and provide **quantifiable** PBL achievements, such as performance and cost improvements. PBL accomplishments should be highlighted and focused on the specified **12-month period of performance from Jan. 1, 2016 through Dec. 31, 2016**. Command endorsements will serve as verification of the accuracy of submitted achievements.

## **5. Nomination Packages: Format and Content**

The prescribed format for award nomination packages includes four sections, each of which is described below. All awards must be completed using the award application submission form and use 12-point, Times New Roman font. Nomination narratives

must be submitted as a Microsoft Word document; supporting graphic pages may be submitted in Word or PDF format.

**Section 1: Nomination:** The cover page should include information on the nominating organization and be formatted as depicted in the submission form.

**Section 2: Summary of Criteria Accomplishments:** The summary will include those areas noted in the Criteria for Nomination/Selection (see Paragraph 4, Nominations, above). The summary shall consist of up to five typewritten pages and no more than three pages of graphics, if desired. See the **award narrative sample** on the [Secretary of Defense Performance-Based Logistics Nomination Form](#) webpage as an example.

**Section 3: Nomination Endorsements:** All nominations should be formatted according to the Nominations Endorsements form. The commander of your organization should fill out the command signature block and sign the form. The signed endorsement should be submitted as a PDF in the Nomination Endorsements field.

**Section 4: Citation of Achievements:** Include a double-spaced, unclassified proposed paragraph highlighting specific achievements that is suitable for use in the awards presentation ceremony. See the **award narrative sample** on the [Secretary of Defense Performance-Based Logistics Nomination Form](#) webpage as an example.

Videotapes, DVDs and other digital media will not be accepted. Unit and personnel data must be cleared for public release to military and civilian news services. No classified information may be submitted.

## 6. Selection Procedures

The Office of the DASD(MR) will convene a selection board to evaluate nominations and recommend the award finalists to ASD(L&MR) for approval. The selection board will include representatives from the Office of the Under Secretary of Defense for Acquisition, Technology and Logistics, DAU, the services and Joint Staff Headquarters. Packages will be evaluated using a 100-point scale. Awards will be selected based on the effectiveness of the nominee's PBL arrangements and accomplishments that warrant recognition as a DOD leader in product support.

## 7. Notification of Winners

The ASD(L&MR) will notify the secretaries of the military departments, the director of the Defense Logistics Agency and the Missile Defense Agency of the winning nominees selected for Secretary of Defense PBL Awards. Notification shall be

forwarded via a memorandum to the secretaries of the military departments and agency directors, as applicable, and their respective award program representatives.

## **8. Presentation Ceremony and Description of Awards**

The Secretary of Defense PBL Award is a unique perpetual trophy, engraved with all three category winners (along with all previous winners) and displayed in the Pentagon, to accord suitable public viewing access. The winners in each category will be acknowledged at the spring 2018 Secretary of Defense Product Support Manager Workshop, followed by a formal presentation of the award at their command.

## **9. Reporting**

The Office of the DASD(MR) will provide information on all recipients of the Secretary of Defense PBL Awards to DAU for posting on the PBL Community of Practice and to the Defense AT&L Magazine, the National Defense Industrial Association and the Aerospace Industries Association for publication in their newsletters and other pertinent media.

Please address all questions regarding this award or application procedure to Vicky DeGuzman at 703-664-5633 or [victoria.l.deguzman.civ@mail.mil](mailto:victoria.l.deguzman.civ@mail.mil). Additional information can be found on the award website at <http://asc.army.mil/web/acquisition-awards/>