

2. CONTRACT NO.
 H98210-15-D-0001

3. AWARD/EFFECTIVE DATE
 15-Dec-2014

4. ORDER NUMBER

5. SOLICITATION NUMBER
 H98210-14-R-0017

6. SOLICITATION ISSUE DATE
 19-Jun-2014

7. FOR SOLICITATION INFORMATION CALL:
 a. NAME
 (b)(6)

b. TELEPHONE NUMBER (No Collect Calls)
 (b)(6)

8. OFFER DUE DATE/LOCAL TIME
 11:00 AM 31 Jul 2014

9. ISSUED BY
 DEFENSE HUMAN RESOURCES ACTIVITY
 4800 MARK CENTER DRIVE.
 (b)(6)
 ALEXANDRIA VA 22350-1300

CODE H98210

10. THIS ACQUISITION IS
 UNRESTRICTED OR SET ASIDE: 100% FOR:
 SMALL BUSINESS
 WOMEN-OWNED SMALL BUSINESS (WOSB)
 HUBZONE SMALL BUSINESS
 ECONOMICALLY DISADVANTAGED WOMEN-OWNED SMALL BUSINESS (EDWOSB)
 SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS
 8(A)
 NAICS: 541910
 SIZE STANDARD: \$14,000,000

11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED
 SEE SCHEDULE

12. DISCOUNT TERMS
 Net 30

13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700)

13b. RATING

14. METHOD OF SOLICITATION
 RFO IFB RFP

15. DELIVER TO
 JOINT ADVERT. MKT. RES. STUDIES (JAMRS)
 (b)(6)
 1919 SOUTH EADS STREET SUITE 100
 ARLINGTON VA 22202

CODE HQ0584

16. ADMINISTERED BY
SEE ITEM 9

17a. CONTRACTOR/OFFEROR
 FORS MARSH GROUP LLC
 (b)(6)
 1010 N. GLEBE RD, STE 510
 ARLINGTON VA 22201-5761

CODE 360C2

FACILITY CODE

18a. PAYMENT WILL BE MADE BY
 DFAS COLUMBUS CENTER
 DFAS-CO/JAQ
 ATTN: CAPSW/OR P2
 PO BOX 369016
 COLUMBUS OH 43236-9016

CODE HQ0131

17b. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER

18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a. UNLESS BLOCK BELOW IS CHECKED SEE ADDENDUM

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
SEE SCHEDULE					

25. ACCOUNTING AND APPROPRIATION DATA

26. TOTAL AWARD AMOUNT (For Govt. Use Only)
\$49,808,903.26 EST

27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1. FAR 52.212-4. FAR 52.212-3. FAR 52.212-5 ARE ATTACHED. ADDENDA ARE ARE NOT ATTACHED

27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4. FAR 52.212-5 IS ATTACHED. ADDENDA ARE ARE NOT ATTACHED

28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN 1 COPIES TO ISSUING OFFICE. CONTRACTOR AGREES TO FURNISH AND DELIVER ALL ITEMS SET FORTH OR OTHERWISE IDENTIFIED ABOVE AND ON ANY ADDITIONAL SHEETS SUBJECT TO THE TERMS AND CONDITIONS SPECIFIED.
 REF: Proposal Dated 7/30/2014

29. AWARD OF CONTRACT: REF. OFFER DATED . YOUR OFFER ON SOLICITATION (BLOCK 5), INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN, IS ACCEPTED AS TO ITEMS: SEE SCHEDULE

30a. SIGNATURE OF OFFEROR/CONTRACTOR

31a. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER)
 (b)(6)

30b. NAME AND TITLE OF SIGNER
 (TYPE OR PRINT)

30c. DATE SIGNED

31b. NAME OF CONTRACTING OFFICER (TYPE OR PRINT)
 (b)(6) Contracting Officer

31c. DATE SIGNED
 09-Dec-2014

TEL:
 EMAIL: (b)(6)

**SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS
(CONTINUED)**

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
SEE SCHEDULE					

32a. QUANTITY IN COLUMN 21 HAS BEEN
 RECEIVED INSPECTED ACCEPTED, AND CONFORMS TO THE CONTRACT, EXCEPT AS NOTED: _____

32b. SIGNATURE OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32c. DATE	32d. PRINTED NAME AND TITLE OF AUTHORIZED GOVERNMENT REPRESENTATIVE
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32e. MAILING ADDRESS OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32f. TELEPHONE NUMBER OF AUTHORIZED GOVERNMENT REPRESENTATIVE
	32g. E-MAIL OF AUTHORIZED GOVERNMENT REPRESENTATIVE

33. SHIP NUMBER <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	34. VOUCHER NUMBER	35. AMOUNT VERIFIED CORRECT FOR	36. PAYMENT <input type="checkbox"/> COMPLETE <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	37. CHECK NUMBER
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38. S/R ACCOUNT NUMBER	39. S/R VOUCHER NUMBER	40. PAID BY
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41a. I CERTIFY THIS ACCOUNT IS CORRECT AND PROPER FOR PAYMENT	42a. RECEIVED BY <i>(Print)</i>		
41b. SIGNATURE AND TITLE OF CERTIFYING OFFICER	41c. DATE	42b. RECEIVED AT <i>(Location)</i>	
		42c. DATE REC'D <i>(YY/MM/DD)</i>	42d. TOTAL CONTAINERS

Section SF 1449 - CONTINUATION SHEET

ITEM NO	SUPPLIES/SERVICES	ESTIMATED QUANTITY	UNIT	UNIT PRICE	ESTIMATED AMOUNT
0001	Survey Services and Market Research FFP FOB: Destination PURCHASE REQUEST NUMBER: HQ058440090001000	9,803,980.81	Each	\$1.00	\$9,803,980.81 EST
ESTIMATED NET AMT					\$9,803,980.81 (EST.)

ITEM NO	SUPPLIES/SERVICES	EST. QUANTITY	UNIT	UNIT PRICE	AMOUNT
0002	Travel COST Not To Exceed \$37,000.00 FOB: Destination				\$37,000.00
ESTIMATED COST					\$37,000.00

ITEM NO	SUPPLIES/SERVICES	ESTIMATED QUANTITY	UNIT	UNIT PRICE	ESTIMATED AMOUNT
1001	Survey Services and Market Research FFP FOB: Destination	9,631,177.81	Each	\$1.00	\$9,631,177.81 EST
ESTIMATED NET AMT					\$9,631,177.81 (EST.)

ITEM NO	SUPPLIES/SERVICES	EST. QUANTITY	UNIT	UNIT PRICE	AMOUNT
1002	Travel COST Not to Exceed \$33,000.00. FOB: Destination				\$33,000.00
ESTIMATED COST					\$33,000.00

ITEM NO	SUPPLIES/SERVICES	ESTIMATED QUANTITY	UNIT	UNIT PRICE	ESTIMATED AMOUNT
2001	Survey Services and Market Research FFP FOB: Destination	9,963,409.24	Each	\$1.00	\$9,963,409.24 EST
ESTIMATED NET AMT					\$9,963,409.24 (EST.)

ITEM NO	SUPPLIES/SERVICES	EST . QUANTITY	UNIT	UNIT PRICE	AMOUNT
2002	Travel COST Not to Exceed \$37,000.00 FOB: Destination				\$37,000.00
				ESTIMATED COST	\$37,000.00

ITEM NO	SUPPLIES/SERVICES	ESTIMATED QUANTITY	UNIT	UNIT PRICE	ESTIMATED AMOUNT
3001	Survey Services and Market Research FFP FOB: Destination	9,782,518.54	Each	\$1.00	\$9,782,518.54 EST
				ESTIMATED NET AMT	\$9,782,518.54 (EST.)

ITEM NO	SUPPLIES/SERVICES	EST . QUANTITY	UNIT	UNIT PRICE	AMOUNT
3002	Travel COST Not to Exceed \$33,000.00 FOB: Destination				\$33,000.00
				ESTIMATED COST	\$33,000.00

ITEM NO	SUPPLIES/SERVICES	ESTIMATED QUANTITY	UNIT	UNIT PRICE	ESTIMATED AMOUNT
4001	Survey Services and Market Research FFP FOB: Destination	10,450,816.86	Each	\$1.00	\$10,450,816.86 EST
ESTIMATED NET AMT					\$10,450,816.86 (EST.)

ITEM NO	SUPPLIES/SERVICES	EST. QUANTITY	UNIT	UNIT PRICE	AMOUNT
4002	Travel COST Not to Exceed \$37,000.00 FOB: Destination				\$37,000.00
ESTIMATED COST					\$37,000.00

INSPECTION AND ACCEPTANCE TERMS

Supplies/services will be inspected/accepted at:

CLIN	INSPECT AT	INSPECT BY	ACCEPT AT	ACCEPT BY
0001	Destination	Government	Destination	Government
0002	Destination	Government	Destination	Government
1001	Destination	Government	Destination	Government
1002	Destination	Government	Destination	Government
2001	Destination	Government	Destination	Government
2002	Destination	Government	Destination	Government
3001	Destination	Government	Destination	Government
3002	Destination	Government	Destination	Government
4001	Destination	Government	Destination	Government
4002	Destination	Government	Destination	Government

DELIVERY INFORMATION

CLIN	DELIVERY DATE	QUANTITY	SHIP TO ADDRESS	UIC
0001	POP 15-DEC-2014 TO 14-DEC-2015	N/A	JOINT ADVERT, MKT RES, STUDIES (IAMRS) (b)(6) 1919 SOUTH EADS STREET SUITE 100 ARLINGTON VA 22202 571-372-1930 FOB: Destination	HQ0584
0002	POP 15-DEC-2014 TO 14-DEC-2015	N/A	(SAME AS PREVIOUS LOCATION) FOB: Destination	HQ0584
1001	POP 15-DEC-2015 TO 14-DEC-2016	N/A	(SAME AS PREVIOUS LOCATION) FOB: Destination	HQ0584
1002	POP 15-DEC-2015 TO 14-DEC-2016	N/A	(SAME AS PREVIOUS LOCATION) FOB: Destination	HQ0584
2001	POP 15-DEC-2016 TO 14-DEC-2017	N/A	(SAME AS PREVIOUS LOCATION) FOB: Destination	HQ0584
2002	POP 15-DEC-2016 TO 14-DEC-2017	N/A	(SAME AS PREVIOUS LOCATION) FOB: Destination	HQ0584
3001	POP 15-DEC-2017 TO 14-DEC-2018	N/A	(SAME AS PREVIOUS LOCATION) FOB: Destination	HQ0584
3002	POP 15-DEC-2017 TO 14-DEC-2018	N/A	(SAME AS PREVIOUS LOCATION) FOB: Destination	HQ0584
4001	POP 15-DEC-2018 TO 14-DEC-2019	N/A	(SAME AS PREVIOUS LOCATION) FOB: Destination	HQ0584
4002	POP 15-DEC-2018 TO 14-DEC-2019	N/A	(SAME AS PREVIOUS LOCATION) FOB: Destination	HQ0584

ADMINISTRATIVE INFORMATION:**A. DHRA Points of Contact:**

Contracting Officer:

(b)(6)
4800 Mark Center Drive, (b)(6)

Alexandria, VA 22350-1300

(b)(6)

Contract Specialist:

(b)(6)

4800 Mark Center Drive, Suite 07G12

Alexandria, VA 22350-1300

(b)(6)

Contracting Officer's Representative
(COR):

(b)(6)

1919 South Eads Street, Suite 100

Arlington, VA 22202

(b)(6)

The COR is not authorized to make any commitments or changes that will affect price, quality, quantity, delivery or any other terms and conditions of the contract. Reference DFARS clause 252.201-7000 (Contracting Officer's Representative).

B. ADMINISTRATION, ACCOUNTING, AND APPROPRIATION DATA

The Administration Office and Accounting & Appropriation Data will be specified on each task/delivery order issued against the contract. **Payment will be made by Wide Area Workflow (WAWF).**

C. CONTRACT TYPE

Contract award type shall be a Firm-Fixed Price, Requirements Contract. The Period of Performance shall be twelve months from date of award with four (4), twelve month option periods.

Defense Human Resources Activity (DHRA)

Joint Advertising, Market Research and Studies (JAMRS)

Performance Work Statement

Survey Services and Market Research

1.0 INTRODUCTION

The Joint Advertising, Market Research and Studies (JAMRS) program requires contractor services to perform knowledge based Survey Services as well as Market Research and Analysis. The work involves survey planning, design and development, conducting and administering surveys, analysis of quantitative and qualitative survey data, production of reports regarding the results of the surveys, identifying target markets, as well as determining prospect market trends and conditions.

2.0 BACKGROUND

2.1 The Defense Human Resource Activity's JAMRS program is an official Department of Defense (DoD) program for joint marketing communications and market research and studies. Its mission is to measure and help broaden people's understanding of military service as a career option, and its programs help bolster the effectiveness of all the Services' recruiting and retention efforts. One of JAMRS' core functions is to conduct market research and recruiting studies in order to provide vital intelligence to recruiting professionals across all branches of the Military and agencies of DoD.

2.2 JAMRS' primary research objective is to understand and provide key metrics regarding the recruiting market and sound integration and interpretation of various pieces of data regarding recruiting. This essential information allows the Services to forecast and react to recruiting market shifts, allocate recruiting resources efficiently and conduct informed advertising planning. These efforts require analysis and synthesis from personnel well versed in statistical techniques, organizational and career decision-making theory. In addition, personnel working with JAMRS must have a strong understanding of military recruiting in order to provide meaningful and actionable information to the organizations within DoD. Furthermore, a significant number of personnel with these skills are necessary to accomplish the extent and variety of projects and requests JAMRS typically completes in a given year. Refer to Appendix A for an historically based example of the variety and quantity of projects and deliverables JAMRS fulfills each year.

3.0 SCOPE

The Contractor shall provide all personnel, management, equipment, materials and other items necessary to perform survey services as well as market research and analysis that supports JAMRS' military recruiting research efforts and military communication evaluations and general analytic support to support the diverse and varying deliverables JAMRS provides.

4.0 REQUIREMENTS *The Contractor shall:*

4.1 Provide program support services by daily facilitating multiple, concurrent research studies, briefing requests, and short-fuse information requests from all eleven military components as well as Department of Defense leadership. Support services include expertise on research-related issues, data management, analysis and interpretation, modeling, briefing creation and delivery, and consultation on policy and management of projects performed by and for the JAMRS Program.

4.1.1 Conduct longitudinal and trend analysis of quantitative private sector, government, and other quantitative data to obtain comparable estimates across demographic and other categories.

4.1.2 Provide data-based findings and recommendations to assist the JAMRS program's advertising agency in the development and implementation of the Department's communication strategy.

- 4.1.3 Provide technical reviews and editing of reports, presentations, and other documents.
- 4.1.4 Develop research hypotheses grounded in theory, theoretical and statistical models, as well as reporting standards to understand factors that influence the decision to join the Military.
- 4.1.5 Assess the usefulness of previous market research results and external research efforts, and make recommendations for improvement.
- 4.1.6 Provide continuing assessment of the validity and appropriateness of military recruiting and advertising research.
- 4.1.7 Work with JAMRS to maintain and improve coordination with the Services so that research redundancies are eliminated where possible.
- 4.1.8 Provide expertise and advice on the Department's efforts to improve understanding of recruiting and other military manpower issues.
- 4.1.9 Develop concise white papers or articles for dissemination via the Internet. The white papers shall synthesize JAMRS research on specific topics to provide relevant, and readable information. Specifically, these papers are expected to be concise, polished, contain easy to interpret graphics, and be written for key DoD constituents who may not possess a scientific background.
- 4.1.10 Provide project management, including annual research recommendations, participating in meetings, and, where applicable, obtaining Institutional Review Boards (IRB) and Office of Management and Budget (OMB) approvals of research.
- 4.1.11 Provide recommendations to the Government based on expert knowledge and experience regarding the use of various publicly available datasets (e.g., Decennial Census, American Community Survey, Current Population Survey, Bureau of Labor Statistics, CDC NHANES) for research and reporting metrics at various levels of geography (e.g., ZIP code, county, state, nation).
- 4.1.12 Provide experience-based recommendations and research direction as requested on other studies being conducted by, or on the behalf of, the JAMRS program.
- 4.2 Provide research design, data processing, and results presentation of online, mail or telephone surveys of youth and adult influencers of youth such as:
 - 4.2.1. Develop survey materials (surveys, Business Reply Cards, invitation letters, etc.).
 - 4.2.2. Develop recommendations on the most effective and efficient mode of data collection given each project's goals and resources.
 - 4.2.3. Develop sampling and weighting methodologies that allow for the optimal combination of accuracy, precision and cost in representing the populations of interest.
 - 4.2.4. Provide high-quality (e.g., free from data-entry error; respondent error resolved; clear variable and value labels) datasets and topline reports.

- 4.2.5. Develop reports, briefings and articles on the findings, as well as technical reports on methodologies and analyses.
- 4.3 Provide market research and policy analyses such as:
- 4.3.1 Comprehensive focus on subgroups important to JAMRS (e.g., under-represented racial/ethnic groups, females, youth eligible to enlist without a waiver, hard to recruit professions like physicians) and implement appropriate statistical modeling approaches.
- 4.3.2 Provide analyses relating to key drivers of youth and influencer attitudes, behaviors and enlistment decision processes.
- 4.3.3 Provide youth's self-reported assessments and conduct analyses on eligibility factors impacting youth's ability to serve in the Military.
- 4.3.4 Provide ad hoc data analyses regarding the State of the Recruit Market as requested by JAMRS and the Services.
- 4.4 Perform market segmentation using commercially available segmentation systems or custom/in-house segmentation to cluster military recruits into segments based on the characteristics of their households such as socioeconomic status, life stage, and location. The goal of this segmentation is to identify segments that are more or less likely to join the Military, assist in developing marketing strategies for different segments, identify potential new markets, and provide customizable reports for locations of interest to the Services.
- 4.5 Perform research on emerging technology trends that are being used by youth to determine how to incorporate into military recruiting outreach strategies (e.g., social media, smartphone apps).
- 4.6 Conduct advertising evaluation and performance tracking, gathering daily Joint and Service-specific advertising performance data to continue trend lines on: imagery, general brand awareness, advertising awareness (by medium), perceptions of the Military, interest in the Military, likelihood to recommend military service to youth, media usage, and other areas of key interest to JAMRS.
- 4.7 Draw samples and conduct mail surveys of the general youth population (16 to 24 year olds) using a population frame provided by JAMRS to continue trend lines dating back to the early 1980s on critical metrics like interest to serve in the Military.
- 4.7.1 Receive JAMRS Survey database (i.e., population frame of contact information for 16 to 24 year olds) using an information system that has been Department of Defense Information Assurance Certification and Accreditation Process (DIACAP) certified and capable of handling millions of individual records.
- 4.8 Create and deliver customized briefings of JAMRS research tailored to specific audiences including JAMRS' advertising agency, individual military branches, DoD or other Government researchers, and academic and/or professional organizations in the Washington DC metropolitan area as well as in other domestic locations such as the Memphis, TN, Louisville, KY, and San Antonio, TX, metropolitan areas.

- 4.9 Conduct a customer satisfaction survey of the JAMRS program and deliverables with input from points of contact at each of the Military Service Recruiting Commands and elsewhere within DoD. These evaluations would determine if the JAMRS Market Research and Communications programs are meeting stakeholders' needs as well as identify areas for improvement.
- 4.10 Design and execute custom quantitative research, including meta-analyses, data mining, data modeling, trend tracking and analysis, experimental designs and tests of marketing initiatives, and other methods as applicable.
- 4.11 Design and execute custom qualitative research, including focus groups, in-person interviews, copy-testing, and other methods as applicable.
- 4.12 Develop and deliver training to JAMRS, DoD or affiliated staff on research and specific tools such as Nielsen Claritas Segmentation tools, Data Ferret, and research fundamentals to facilitate military recruiting.
- 4.13 Provide the following assistance with performing updates to the JAMRS internal website, dmren.org:
- 4.13.1 Maintain the dmren.org website by providing additional content for periodic updates and additions to the site.
- 4.13.2 Write technically accurate copy appropriate for a largely non-technical audience for periodic market research updates created for the dmren.org website.
- 4.13.3 Write technically accurate copy appropriate for a largely non-technical audience describing new market research products posted to the site.
- 4.14 Provide Transition of Contract Services - Provide a plan for transitioning in and out services to ensure minimum disruption to vital Government business. This plan shall address how the Contractor will work with the incumbent, successor contractor and JAMRS personnel to ensure that there will be no service degradation during and after the transition-in period. The transition in and out period will each be 15 business days.
- 4.15 Participate in a Post-Award Conference at JAMRS headquarters in Arlington, VA. This meeting shall provide an introduction between the Contractor personnel and JAMRS Government personnel who will be involved with the contract. The meeting shall provide the opportunity to discuss technical, management and security issues. The Post Award Conference will aid both JAMRS and Contractor in achieving a clear and mutual understanding of all requirements, and identify and resolve any potential issues. The Contractor shall be prepared to discuss any items requiring clarification and gather information as necessary to support each deliverable. The Contractor shall provide a written summary of the Post-Award Conference.
- 5.0 **CONTRACTOR PERSONNEL.** Contractor personnel shall have:
- 5.1 Extensive expertise in psychometrics and research methods, organizational and career decision-making, and communications theory expertise.

5.2 Expert knowledge of military recruiting research in order to provide informed counsel and Service-specific military recruiting recommendations.

5.3 Working knowledge of quantitative and qualitative theory-based research design.

5.1 Expert knowledge in survey methodology for large scale efforts including complex sampling and weighting procedures.

5.2 Expertise in basic (e.g., calculating proportions and statistical differences) and advanced statistical analyses (e.g., logit modeling, structural equation modeling) using psychographic data.

6.0 DELIVERABLES

The specific deliverables will vary given the specific task order. Following is a listing of the types of work products/deliverables that the Contractor may be required to provide in performance of the PWS under resulting task orders: short white papers, technical reports, modeling reports, analysis plans, topline briefings, topline reports, results briefings, infographics, cleaned datasets, case studies, manuscripts suitable for publication, monthly status reports, etc. One or several may be required under any given task order.

7.0 CONTRACTOR MANPOWER REPORTING

The Contractor shall report ALL Contractor labor hours (including subcontractor labor hours) required for performance of services provided under this contract for JAMRS via a secure data collection site. The Contractor is required to completely fill in all required data fields using the following web address: <http://www.ecmra.mil/>. Reporting inputs will be for the labor executed during the period of performance during each Government fiscal year (FY), which runs October 1 through September 30. While inputs may be reported any time during the FY, all data shall be reported no later than October 31 of each calendar year, beginning with 2013. Contractors may direct questions to the help desk at: <http://www.ecmra.mil>

8.0 CONTRACTOR TRAVEL

The specific travel will vary given the specific task order. Following is a listing of travel that may be required in performance of the PWS under resulting task orders: travel to conduct focus groups on the East Coast, Midwest, and West Coast, and travel to present briefings at the Services' Recruiting Commands in Fort Knox, KY, San Antonio, TX, Millington, TN, and Atlanta, GA. Travel to multiple locations may be required under any given task order. Contractor costs for Government authorized travel are included in this contract. All travel shall be in accordance with FAR 31.205-46 and applicable travel regulations (Joint, Federal or Standardized). Contractor payment claims shall include applicable documentation to support actual costs incurred (e.g. airfare and hotel/lodging receipts) as well as any receipts valued at or above \$75.00. Failure to provide appropriate documentation may result in loss of reimbursement of travel expenses.

9.0 SECURITY

9.1 Perform offsite work with Personally Identifiable Information (PII) only on systems that have met Department of Defense Information Assurance Certification and Accreditation Process (DIACAP) requirements or the recently instated Risk Management Framework (RMF) requirements. These systems must be updated on an on-going basis to continue to meet DIACAP or RMF requirements. Systems must

have and maintain an Authority to Operate (ATO) or if acceptable to the Government, an Interim Authority to Operate (IATO), or similar credentials applicable to the RMF requirements.

9.2 Contractor personnel with access to or responsibility for nonpublic Government data under this contract shall comply with DoD Directive 8500.1 Information Assurance (IA), DoD Instruction 8500.2 Information Assurance (IA) Implementation, DoD Directive 5400.11 DoD Privacy Program, DoD 6025.18-R DoD Health Information Privacy Regulation, DoD 5200.2-R Personnel Security Program, and Homeland Security Presidential Directive (HSPD) 12.

9.3 Contractor shall establish appropriate administrative, technical, and physical safeguards to protect any and all nonpublic Government data to ensure the confidentiality, integrity, and availability of Government data.

9.4 Contractor systems and information networks that receive, transmit, store, or process nonpublic government data must be accredited according to DoD I 8510.01 DoD Information Assurance Certification and Accreditation Process (DIACAP) and comply with annual Federal Information Security Management Act (FISMA) security control testing. All systems subject to DIACAP must present evidence of Certification and Accreditation (C&A) testing in the form of a System Identification Profile (SIP), DIACAP Implementation Plan (DIP), DIACAP Scorecard and Plan of Action and Milestones (POA&M). Evidence of FISMA compliance must be presented in the form of a POA&M. The Contractor will be responsible for the cost of IA C&A and FISMA testing required for any Contractor owned and operated network, facility and/or application processing DoD information.

9.5 Contractor personnel with access to or responsibility for nonpublic Government data under this contract must comply with HSPD-12 Personal Identity Verification (PIV) issuance requirements, known as the Common Access Card (CAC) for JAMRS and must:

9.5.1 Be CAC or PIV ready prior to reporting for work onsite. At minimum all Contractor personnel must obtain/maintain a favorable FBI National Criminal History Check (fingerprint check), two forms of identity proofed identification (I-9 document), and submit a National Agency Check and Law Credit (NACLC) vetting package for processing.

9.5.2 Maintain favorable FBI National Criminal History checks and ensure completion and successful adjudication of a NACLC as required for Federal employment.

9.6 If at any time, any Contractor person requiring a CAC is unable to obtain/maintain an adjudicated NACLC, the Contractor shall immediately notify the JAMRS director and remove such person from work under this contract.

9.7 The Contractor shall report immediately to the DHRA CIO / Privacy Office and secondly to the COR discovery of any Privacy breach.

10.0 PLACE OF PERFORMANCE

The primary place of performance will be at the Contractor's site; however, JAMRS will provide accommodations on site for some Contractor personnel (see paragraph 11). With respect to support for JAMRS, a significant amount of performance may be completed on site at JAMRS Headquarters located in the Crystal City area of Arlington, VA. Some performance may also occur at the military services' recruiting commands. JAMRS interacts with the Contractor multiple times per day and face to face

meetings are required on a daily basis. Accordingly, the Contractor must be able to get to JAMRS Headquarters in Arlington, VA, within twenty-four hours of a meeting request.

11.0 GOVERNMENT FURNISHED INFORMATION/EQUIPMENT

The Government will provide information (such as survey questionnaires) specific to each task order. The Government will provide up to seven workstations onsite for Contractor personnel.

12.0 QUALITY ASSURANCE

12.1 The Government reserves the right to perform inspections and surveillance to evaluate the Contractor's compliance to the contract terms and performance of the requirements in the PWS. The Government will make every effort to ensure that the surveillance methods described below are conducted in an objective, fair, and consistent manner.

12.1.1 Periodic Surveillance. This action occurs when the COR or other Government official observes a deficiency. Examples include evidence from accidents, incidents, or delays. Regardless of where in the line-of-duty the COR observes contractual procedures not being followed, he/she has an obligation to document and report the deficiency to the Contracting Officer.

12.1.2 Customer Complaint Surveillance. This action is instituted when the COR receives a complaint from a stakeholder regarding contractor service. The COR will obtain the complaint in writing and then conduct an investigation to determine its validity. If the complaint is deemed valid, the COR will immediately notify the contracting Officer for action. The COR will notify both the Contract Manager and the complainant of the Government's response to their complaint.

12.2 Contract Discrepancy Report (CDR). In the event of unsatisfactory contractor performance, the COR will issue a CDR that will explain the circumstances and findings concerning the incomplete or unsatisfactory service. The Contractor shall acknowledge receipt of the CDR and respond in writing as to how he/she shall correct the unacceptable performance and avoid a recurrence. The Government will review the Contractor's corrective action response to determine acceptability and will use any completed CDR as part of an overall evaluation of Contractor performance when determining present or future contractual actions.

13.0 ORGANIZATIONAL CONFLICTS OF INTEREST

The Contractor acknowledges that it is familiar with FAR Subpart 9.5, Organizational and Consultant Conflicts of Interest, and agrees to avoid, neutralize or mitigate such conflicts of interest in accordance with the principles set forth in the FAR. If the performance requires the Contractor (to include subcontractors) to supply technical support related to systems or projects with which the Contractor is already directly concerned, either by prime or subcontract, the Contractor shall immediately inform the Contracting Officer. The PWS may be withdrawn if a conflict is found. The Contractor shall not undertake performance of any PWS requirements which requires it to supply technical support regarding such systems until the notice is given, and written consent to proceed is issued by the Contracting Officer.

14.0 APPLICABLE DOCUMENTS

Document	Web link
DoDI 8500.2, Information Assurance (IA) Implementation	http://www.dtic.mil/whs/directives/corres/pdf/850002p.pdf
DoDI 8510.01, DoD Information Assurance Certification and Accreditation Process (DIACAP),	http://www.dtic.mil/whs/directives/corres/pdf/851001p.pdf
DoD Directive 5400.11, "DoD Privacy Program"	http://www.dtic.mil/whs/directives/corres/pdf/540011p.pdf
12.2 DoD Publication 5400.11-R, "Department of Defense Privacy Program"	http://www.dtic.mil/whs/directives/corres/pdf/540011r.pdf
DoD Directive 3216.02, "Protection of Human Subjects and Adherence to Ethical Standards in DoD-Supported Research"	http://www.dtic.mil/whs/directives/corres/pdf/321602p.pdf
Title 32 Code of Federal Regulations, Part 219 "Protection of Human Subjects"	http://www.gpo.gov/fdsys/pkg/CFR-2001-title32-vol1/content-detail.html
Section 980 of Title 10, United States Code	http://www.gpo.gov/fdsys/granule/USCODE-2011-title10/USCODE-2011-title10-subtitleA-partII-chap49-sec980/content-detail.html
Office of Management and Budget, standards on collecting and reporting race and ethnicity data	http://www.whitehouse.gov/sites/default/files/omb/assets/information_and_regulatory_affairs/re_app-a-update.pdf

Appendix A

Historical Information

JAMRS issues approximately ten task orders a year for research efforts:

Research Effort	Details
Youth Poll	Annual Effort. Primary source of tracking information on the youth market (16 to 24 year olds) including military propensity, attitudes toward joining, military-relevant knowledge and perceptions of current events and economic conditions. Data collected continuously.
Advertising Tracking Survey & Influencer Poll	Annual Effort. Track awareness of and reactions to Military advertising campaigns. Data collected continuously for youth (16-24), young adults (17-35), and influencers (adults 25+); results reported quarterly in customized briefings for each Service and Component.
Market Segmentation Analysis	Annual Effort. Identify segments of the population (at the national and metropolitan level) that join the Military at relatively high and low rates. Includes a national overview, media guide, marketing guide and city-based case studies of metropolitan areas released one per month.
New Recruit Survey – Active Duty	Annual Effort. Understand how incentives, programs, policies, and outreach efforts impact new recruits' decisions to voluntarily enlist. Data collected continuously at MEPS, with results available every month.
New Recruit Survey – Reserve & Guard	Annual Effort. Understand how incentives, programs, policies, and outreach efforts impact new recruits' decisions to voluntarily enlist in the Reserve and Guard. Data collected continuously with results available every six months.
Onsite Market Research Support	Annual Effort. Perform analyses, develop and present briefings and write summaries of findings from JAMRS market research efforts pertaining to ad hoc questions of interest to JAMRS, OSD P&R, and the Services. Also includes creating and presenting customized State of the Market briefings for each Service and Component that draws on findings from multiple JAMRS research efforts. JAMRS receives approximately 35 requests a year for customized briefings with audiences ranging from high level officers to research analysts.
Current Events Tracker	Annual Effort. Monthly poll of American adults that tracks the impact of current events on likelihood to

	recommend the Military. Results reported in executive summaries each month.
Focus Groups	Annual Effort. Collect in-depth qualitative insights about young adults and their perceptions of military service to delve deeper into key trends and findings from JAMRS quantitative efforts as well as current events. Conduct approximately 24 focus groups a year.
College Market Survey	Bi-annual effort. Gain specific insights on the characteristics and career decisions of college bound, enrolled, and degree holding young adults in relation to their awareness and interest in becoming a military officer.
Survey of IRR members	Bi-annual effort. Uncover the motivators and barriers to reenlistment for the IRR population. Results reported in two briefings (one for the enlisted population and one for the officer population).
Recruiter Well-being	Bi-annual effort. Provide information to understand the effects of recruiting duty on general quality of life, recruiter health, and their families. Results reported in customized briefings for OSD and each Service and Component.
Other Special Topic Research	Typically about 3 per year. Previous special topic research efforts have included a survey on youth's social media usage as it relates to gathering information about military service and careers; surveys of physicians, residents and medical students to assess their propensity to serve in the military, guidance counselors' informational needs assessment; communication outreach evaluation studies.

CLAUSES INCORPORATED BY REFERENCE

52.203-3	Gratuities	APR 1984
52.203-6 Alt I	Restrictions On Subcontractor Sales To The Government (Sep 2006) -- Alternate I	OCT 1995
52.203-12	Limitation On Payments To Influence Certain Federal Transactions	OCT 2010
52.204-4	Printed or Copied Double-Sided on Postconsumer Fiber Content Paper	MAY 2011
52.204-9	Personal Identity Verification of Contractor Personnel	JAN 2011
52.204-10	Reporting Executive Compensation and First-Tier Subcontract Awards	JUL 2013

52.209-6	Protecting the Government's Interest When Subcontracting With Contractors Debarred, Suspended, or Proposed for Debarment	AUG 2013
52.209-9	Updates of Publicly Available Information Regarding Responsibility Matters	JUL 2013
52.209-10	Prohibition on Contracting With Inverted Domestic Corporations	MAY 2012
52.212-4	Contract Terms and Conditions--Commercial Items	SEP 2013
52.219-6	Notice Of Total Small Business Set-Aside	NOV 2011
52.219-8	Utilization of Small Business Concerns	JUL 2013
52.219-14	Limitations On Subcontracting	NOV 2011
52.219-28	Post-Award Small Business Program Rerepresentation	JUL 2013
52.222-3	Convict Labor	JUN 2003
52.222-21	Prohibition Of Segregated Facilities	FEB 1999
52.222-26	Equal Opportunity	MAR 2007
52.222-35	Equal Opportunity for Veterans	SEP 2010
52.222-36	Affirmative Action For Workers With Disabilities	OCT 2010
52.222-37	Employment Reports on Veterans	SEP 2010
52.222-40	Notification of Employee Rights Under the National Labor Relations Act	DEC 2010
52.222-50	Combating Trafficking in Persons	FEB 2009
52.222-54	Employment Eligibility Verification	AUG 2013
52.223-5	Pollution Prevention and Right-to-Know Information	MAY 2011
52.223-10	Waste Reduction Program	MAY 2011
52.223-16 Alt I	IEEE 1680 Standard for the Environmental Assessment of Personal Computer Products (Dec 2007) Alternate I	DEC 2007
52.223-18	Encouraging Contractor Policies To Ban Text Messaging While Driving	AUG 2011
52.224-1	Privacy Act Notification	APR 1984
52.224-2	Privacy Act	APR 1984
52.225-13	Restrictions on Certain Foreign Purchases	JUN 2008
52.227-1	Authorization and Consent	DEC 2007
52.227-2	Notice And Assistance Regarding Patent And Copyright Infringement	DEC 2007
52.227-3	Patent Indemnity	APR 1984
52.227-14	Rights in Data--General	DEC 2007
52.227-17	Rights In Data--Special Works	DEC 2007
52.229-3	Federal, State And Local Taxes	FEB 2013
52.232-11	Extras	APR 1984
52.232-33	Payment by Electronic Funds Transfer--System for Award Management	JUL 2013
52.232-40	Providing Accelerated Payments to Small Business Subcontractors	DEC 2013
52.233-3	Protest After Award	AUG 1996
52.233-4	Applicable Law for Breach of Contract Claim	OCT 2004
52.237-3	Continuity Of Services	JAN 1991
52.239-1	Privacy or Security Safeguards	AUG 1996
52.242-13	Bankruptcy	JUL 1995
52.242-15	Stop-Work Order	AUG 1989
52.245-1	Government Property	APR 2012
52.245-9	Use And Charges	APR 2012
52.246-4	Inspection Of Services--Fixed Price	AUG 1996
52.246-25	Limitation Of Liability--Services	FEB 1997
52.247-34	F.O.B. Destination	NOV 1991

52.253-1	Computer Generated Forms	JAN 1991
252.201-7000	Contracting Officer's Representative	DEC 1991
252.203-7000	Requirements Relating to Compensation of Former DoD Officials	SEP 2011
252.203-7002	Requirement to Inform Employees of Whistleblower Rights	SEP 2013
252.204-7003	Control Of Government Personnel Work Product	APR 1992
252.204-7004 Alt A	System for Award Management Alternate A	FEB 2014
252.209-7004	Subcontracting With Firms That Are Owned or Controlled By The Government of a Terrorist Country	MAR 2014
252.225-7001	Buy American And Balance Of Payments Program	DEC 2012
252.225-7002	Qualifying Country Sources As Subcontractors	DEC 2012
252.225-7012	Preference For Certain Domestic Commodities	FEB 2013
252.226-7001	Utilization of Indian Organizations and Indian-Owned Economic Enterprises, and Native Hawaiian Small Business Concerns	SEP 2004
252.227-7015	Technical Data--Commercial Items	FEB 2014
252.227-7027	Deferred Ordering Of Technical Data Or Computer Software	APR 1988
252.227-7030	Technical Data--Withholding Of Payment	MAR 2000
252.227-7037	Validation of Restrictive Markings on Technical Data	JUN 2013
252.232-7003	Electronic Submission of Payment Requests and Receiving Reports	JUN 2012
252.232-7010	Levies on Contract Payments	DEC 2006
252.235-7004	Protection of Human Subjects	JUL 2009
252.239-7001	Information Assurance Contractor Training and Certification	JAN 2008
252.243-7001	Pricing Of Contract Modifications	DEC 1991
252.243-7002	Requests for Equitable Adjustment	DEC 2012
252.245-7000	Government-Furnished Mapping, Charting, and Geodesy Property	APR 2012
252.245-7001	Tagging, Labeling, and Marking of Government-Furnished Property	APR 2012
252.245-7002	Reporting Loss of Government Property	APR 2012
252.245-7003	Contractor Property Management System Administration	APR 2012
252.245-7004	Reporting, Reutilization, and Disposal	MAY 2013
252.247-7023	Transportation of Supplies by Sea	APR 2014
252.247-7024	Notification Of Transportation Of Supplies By Sea	MAR 2000

CLAUSES INCORPORATED BY FULL TEXT

52.212-5 CONTRACT TERMS AND CONDITIONS REQUIRED TO IMPLEMENT STATUTES OR EXECUTIVE ORDERS—COMMERCIAL ITEMS (DEVIATION 2013-O0019) (JAN 2014)

(a) *Comptroller General Examination of Record.* The Contractor shall comply with the provisions of this paragraph (a) if this contract was awarded using other than sealed bid, is in excess of the simplified acquisition threshold, and does not contain the clause at 52.215-2, Audit and Records -- Negotiation.

(1) The Comptroller General of the United States, or an authorized representative of the Comptroller General, shall have access to and right to examine any of the Contractor's directly pertinent records involving transactions related to this contract.

(2) The Contractor shall make available at its offices at all reasonable times the records, materials, and other evidence for examination, audit, or reproduction, until 3 years after final payment under this contract or for any

shorter period specified in FAR Subpart 4.7, Contractor Records Retention, of the other clauses of this contract. If this contract is completely or partially terminated, the records relating to the work terminated shall be made available for 3 years after any resulting final termination settlement. Records relating to appeals under the disputes clause or to litigation or the settlement of claims arising under or relating to this contract shall be made available until such appeals, litigation, or claims are finally resolved.

(3) As used in this clause, records include books, documents, accounting procedures and practices, and other data, regardless of type and regardless of form. This does not require the Contractor to create or maintain any record that the Contractor does not maintain in the ordinary course of business or pursuant to a provision of law.

(b) (1) Notwithstanding the requirements of any other clause in this contract, the Contractor is not required to flow down any FAR clause, other than those in this paragraph (b)(1) in a subcontract for commercial items. Unless otherwise indicated below, the extent of the flow down shall be as required by the clause—

(i) 52.203-13, Contractor Code of Business Ethics and Conduct (Apr 2010) (Pub. L. 110-252, Title VI, Chapter 1 (41 U.S.C. 251 note)).

(ii) 52.219-8, Utilization of Small Business Concerns (Dec 2010) (15 U.S.C. 637(d)(2) and (3)), in all subcontracts that offer further subcontracting opportunities. If the subcontract (except subcontracts to small business concerns) exceeds \$650,000 (\$1.5 million for construction of any public facility), the subcontractor must include 52.219-8 in lower tier subcontracts that offer subcontracting opportunities.

(iii) 52.222-17, Nondisplacement of Qualified Workers (Jan 2013) (E.O. 13495). Flow down required in accordance with paragraph (1) of FAR clause 52.222-17.

(iv) 52.222-26, Equal Opportunity (Mar 2007) (E.O. 11246).

(v) 52.222-35, Equal Opportunity for Veterans (Sep 2010) (38 U.S.C. 4212).

(vi) 52.222-36, Affirmative Action for Workers with Disabilities (Oct 2010) (29 U.S.C. 793).

(vii) 52.222-40, Notification of Employee Rights Under the National Labor Relations Act (Dec 2010) (E.O. 13496). Flow down required in accordance with paragraph (f) of FAR clause 52.222-40.

(viii) 52.222-41, Service Contract Act of 1965, (Nov 2007), (41 U.S.C. 351, *et seq.*)

(ix) 52.222-50, Combating Trafficking in Persons (Feb 2009) (22 U.S.C. 7104(g)).

_____ Alternate I (Aug 2007) of 52.222-50 (22 U.S.C. 7104(g)).

(x) 52.222-51, Exemption from Application of the Service Contract Act to Contracts for Maintenance, Calibration, or Repair of Certain Equipment--Requirements (Nov 2007) (41 U.S.C. 351, *et seq.*).

(xi) 52.222-53, Exemption from Application of the Service Contract Act to Contracts for Certain Services--Requirements (Feb 2009) (41 U.S.C. 351, *et seq.*)

(xii) 52.222-54, Employment Eligibility Verification (Jul 2012).

(xiii) 52.226-6, Promoting Excess Food Donation to Nonprofit Organizations. (Mar 2009) (Pub. L. 110-247). Flow down required in accordance with paragraph (e) of FAR clause 52.226-6.

(xiv) 52.247-64, Preference for Privately-Owned U.S.- Flag Commercial Vessels (Feb 2006) (46 U.S.C. Appx 1241(b) and 10 U.S.C. 2631). Flow down required in accordance with paragraph (d) of FAR clause 52.247-64.

(2) While not required, the contractor may include in its subcontracts for commercial items a minimal number of additional clauses necessary to satisfy its contractual obligations.

(End of Clause)

52.216-18 ORDERING. (OCT 1995)

(a) Any supplies and services to be furnished under this contract shall be ordered by issuance of delivery orders or task orders by the individuals or activities designated in the Schedule. Such orders may be issued from date of award through five (5) years.

(b) All delivery orders or task orders are subject to the terms and conditions of this contract. In the event of conflict between a delivery order or task order and this contract, the contract shall control.

(c) If mailed, a delivery order or task order is considered "issued" when the Government deposits the order in the mail. Orders may be issued orally, by facsimile, or by electronic commerce methods only if authorized in the Schedule.

(End of clause)

52.216-19 ORDER LIMITATIONS. (OCT 1995)

(a) Minimum order. When the Government requires supplies or services covered by this contract in an amount of less than N/A, the Government is not obligated to purchase, nor is the Contractor obligated to furnish, those supplies or services under the contract.

(b) Maximum order. The Contractor is not obligated to honor:

(1) Any order for a single item in excess of N/A;

(2) Any order for a combination of items in excess of N/A; or

(3) A series of orders from the same ordering office within N/A days that together call for quantities exceeding the limitation in subparagraph (1) or (2) above.

(c) If this is a requirements contract (i.e., includes the Requirements clause at subsection 52.216-21 of the Federal Acquisition Regulation (FAR)), the Government is not required to order a part of any one requirement from the Contractor if that requirement exceeds the maximum-order limitations in paragraph (b) above.

(d) Notwithstanding paragraphs (b) and (c) above, the Contractor shall honor any order exceeding the maximum order limitations in paragraph (b), unless that order (or orders) is returned to the ordering office within 10 days after issuance, with written notice stating the Contractor's intent not to ship the item (or items) called for and the reasons. Upon receiving this notice, the Government may acquire the supplies or services from another source.

(End of clause)

52.216-21 REQUIREMENTS (OCT 1995)

(a) This is a requirements contract for the supplies or services specified, and effective for the period stated, in the Schedule. The quantities of supplies or services specified in the Schedule are estimates only and are not purchased by this contract. Except as this contract may otherwise provide, if the Government's requirements do not result in orders in the quantities described as "estimated" or "maximum" in the Schedule, that fact shall not constitute the basis for an equitable price adjustment.

(b) Delivery or performance shall be made only as authorized by orders issued in accordance with the Ordering clause. Subject to any limitations in the Order Limitations clause or elsewhere in this contract, the Contractor shall furnish to the Government all supplies or services specified in the Schedule and called for by orders issued in accordance with the Ordering clause. The Government may issue orders requiring delivery to multiple destinations or performance at multiple locations.

(c) Except as this contract otherwise provides, the Government shall order from the Contractor all the supplies or services specified in the Schedule that are required to be purchased by the Government activity or activities specified in the Schedule.

(d) The Government is not required to purchase from the Contractor requirements in excess of any limit on total orders under this contract.

(e) If the Government urgently requires delivery of any quantity of an item before the earliest date that delivery may be specified under this contract, and if the Contractor will not accept an order providing for the accelerated delivery, the Government may acquire the urgently required goods or services from another source.

(f) Any order issued during the effective period of this contract and not completed within that period shall be completed by the Contractor within the time specified in the order. The contract shall govern the Contractor's and Government's rights and obligations with respect to that order to the same extent as if the order were completed during the contract's effective period; provided, that the Contractor shall not be required to make any deliveries under this contract after December 14, 2019.

(End of clause)

52.217-8 OPTION TO EXTEND SERVICES (NOV 1999)

The Government may require continued performance of any services within the limits and at the rates specified in the contract. These rates may be adjusted only as a result of revisions to prevailing labor rates provided by the Secretary of Labor. The option provision may be exercised more than once, but the total extension of performance hereunder shall not exceed 6 months. The Contracting Officer may exercise the option by written notice to the Contractor within 30 days of contract expiration.

(End of clause)

52.217-9 OPTION TO EXTEND THE TERM OF THE CONTRACT (MAR 2000)

(a) The Government may extend the term of this contract by written notice to the Contractor within 30 days of contract expiration; provided that the Government gives the Contractor a preliminary written notice of its intent to extend at least 30 days before the contract expires. The preliminary notice does not commit the Government to an extension.

(b) If the Government exercises this option, the extended contract shall be considered to include this option clause.

(c) The total duration of this contract, including the exercise of any options under this clause, shall not exceed 66 months.

(End of clause)

52.252-2 CLAUSES INCORPORATED BY REFERENCE (FEB 1998)

This contract incorporates one or more clauses by reference, with the same force and effect as if they were given in full text. Upon request, the Contracting Officer will make their full text available. Also, the full text of a clause may be accessed electronically at this/these address(es):

FAR and DFARS clauses/provisions: <http://farsite.hill.af.mil>

(End of clause)

52.252-6 AUTHORIZED DEVIATIONS IN CLAUSES (APR 1984)

(a) The use in this solicitation or contract of any Federal Acquisition Regulation (48 CFR Chapter 1) clause with an authorized deviation is indicated by the addition of "(DEVIATION)" after the date of the clause.

(b) The use in this solicitation or contract of any Defense Federal Acquisition Regulation Supplement (48 CFR 2) clause with an authorized deviation is indicated by the addition of "(DEVIATION)" after the name of the regulation.

(End of clause)

252.216-7006 ORDERING (MAY 2011)

(a) Any supplies and services to be furnished under this contract shall be ordered by issuance of delivery orders or task orders by the individuals or activities designated in the contract schedule. Such orders may be issued from December 15, 2014 through December 14, 2019.

(b) All delivery orders or task orders are subject to the terms and conditions of this contract. In the event of conflict between a delivery order or task order and this contract, the contract shall control.

(c)(1) If issued electronically, the order is considered ``issued" when a copy has been posted to the Electronic Document Access system, and notice has been sent to the Contractor.

(2) If mailed or transmitted by facsimile, a delivery order or task order is considered ``issued" when the Government deposits the order in the mail or transmits by facsimile. Mailing includes transmittal by U.S. mail or private delivery services.

(3) Orders may be issued orally only if authorized in the schedule.

(End of Clause)

252.232-7006 WIDE AREA WORKFLOW PAYMENT INSTRUCTIONS (MAY 2013)

(a) Definitions. As used in this clause--

Department of Defense Activity Address Code (DoDAAC) is a six position code that uniquely identifies a unit, activity, or organization.

Document type means the type of payment request or receiving report available for creation in Wide Area WorkFlow (WAWF).

Local processing office (LPO) is the office responsible for payment certification when payment certification is done external to the entitlement system.

(b) Electronic invoicing. The WAWF system is the method to electronically process vendor payment requests and receiving reports, as authorized by DFARS 252.232-7003, Electronic Submission of Payment Requests and Receiving Reports.

(c) WAWF access. To access WAWF, the Contractor shall--

(1) Have a designated electronic business point of contact in the System for Award Management at <https://www.acquisition.gov>; and

(2) Be registered to use WAWF at <https://wawf.eb.mil/> following the step-by-step procedures for self-registration available at this Web site.

(d) WAWF training. The Contractor should follow the training instructions of the WAWF Web-Based Training Course and use the Practice Training Site before submitting payment requests through WAWF. Both can be accessed by selecting the "Web Based Training" link on the WAWF home page at <https://wawf.eb.mil/>.

(e) WAWF methods of document submission. Document submissions may be via Web entry, Electronic Data Interchange, or File Transfer Protocol.

(f) WAWF payment instructions. The Contractor must use the following information when submitting payment requests and receiving reports in WAWF for this contract/order:

(1) Document type. The Contractor shall use the following document type(s).

Invoice and Receiving Report (Combo)

(2) Inspection/acceptance location. The Contractor shall select the following inspection/acceptance location(s) in WAWF, as specified by the contracting officer.

Inspection location: Destination

Acceptance location: Destination

(3) Document routing. The Contractor shall use the information in the Routing Data Table below only to fill in applicable fields in WAWF when creating payment requests and receiving reports in the system.

Routing Data Table*

Field Name in WAWF	Data to be entered in WAWF
Pay Official DoDAAC	HQ0131
Issue By DoDAAC	H98210
Admin DoDAAC	H98210
Inspect By DoDAAC	HQ0584
Ship To Code	---
Ship From Code	---
Mark For Code	---
Service Approver (DoDAAC)	HQ0584
Service Acceptor (DoDAAC)	HQ0584
Accept at Other DoDAAC	---
LPO DoDAAC	---
DCAA Auditor DoDAAC	---
Other DoDAAC(s)	---

(4) Payment request and supporting documentation. The Contractor shall ensure a payment request includes appropriate contract line item and subline item descriptions of the work performed or supplies delivered, unit price/cost per unit, fee (if applicable), and all relevant back-up documentation, as defined in DFARS Appendix F, (e.g. timesheets) in support of each payment request.

(5) WAWF email notifications. The Contractor shall enter the email address identified below in the "Send Additional Email Notifications" field of WAWF once a document is submitted in the system.

(b)(6)

(g) WAWF point of contact. (1) The Contractor may obtain clarification regarding invoicing in WAWF from the following contracting activity's WAWF point of contact.

WAWF POC (b)(6)

(2) For technical WAWF help, contact the WAWF helpdesk at 866-618-5988.

(End of clause)


Fors Marsh Labor Categories and Rates

(b)(4);(b)(3);10 USC § 2305(g)

(b)(4);(b)(3)-10 USC 2305(g)



(b)(4);(b)(3)-10 USC 2305(f)



(b)(4);(b)(3)-10 USC 2305



(b)(4),(b)(3):10 USC § 2305(g)

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(b)(4),(b)(3):10 USC § 2305(g)

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(b)(4),(b)(3):10 USC § 2305(g)

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2. CONTRACT NO.
 H98210-15-D-0001

3. AWARD/EFFECTIVE DATE
 30-Jan-2015

4. ORDER NUMBER
 0001

5. SOLICITATION NUMBER

6. SOLICITATION ISSUE DATE

7. FOR SOLICITATION INFORMATION CALL:

a. NAME

b. TELEPHONE NUMBER (No Collect Calls)

8. OFFER DUE DATE/LOCAL TIME

9. ISSUED BY
 DEFENSE HUMAN RESOURCES ACTIVITY
 4800 MARK CENTER DRIVE.
 (b)(6)
 ALEXANDRIA VA 22350-4000

CODE H98210

10. THIS ACQUISITION IS
 UNRESTRICTED OR SET ASIDE: 100% FOR:
 SMALL BUSINESS
 WOMEN-OWNED SMALL BUSINESS (WOSB)
 HUBZONE SMALL BUSINESS
 ECONOMICALLY DISADVANTAGED WOMEN-OWNED SMALL BUSINESS (EDWOSB)
 SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS
 8(A)
 NAICS: 541910
 SIZE STANDARD: \$14,000,000

TEL:
 FAX:

11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED
 SEE SCHEDULE

12. DISCOUNT TERMS
 Net 30

13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700)

13b. RATING

14. METHOD OF SOLICITATION
 RFO IFB RFP

15. DELIVER TO
 JOINT ADVERT. MKT. RES. STUDIES (JAMRS)
 (b)(6)
 1919 SOUTH EADS STREET SUITE 100
 ARLINGTON VA 22202

CODE HQ0584

16. ADMINISTERED BY
 DEFENSE HUMAN RESOURCES ACTIVITY
 4800 MARK CENTER DRIVE.
 SUITE 07G12
 ALEXANDRIA VA 22350-1300

CODE H98210

17a. CONTRACTOR/OFFEROR
 FORS MARSH GROUP LLC
 (b)(6)
 1010 N. GLEBE RD, STE 510
 ARLINGTON VA 22201-5761

CODE 360C2

FACILITY CODE

18a. PAYMENT WILL BE MADE BY
 DFAS COLUMBUS CENTER
 DFAS-CO/JAQ
 ATTN : CAPSW/OR P2
 PO BOX 369016
 COLUMBUS OH 43236-9016

CODE HQ0131

TELEPHONE NO (b)(6)

17b. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER

18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a. UNLESS BLOCK BELOW IS CHECKED SEE ADDENDUM

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
SEE SCHEDULE					

25. ACCOUNTING AND APPROPRIATION DATA
See Schedule

26. TOTAL AWARD AMOUNT (For Govt. Use Only)
\$1,471,755.65 EST

27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1. 52.212-4. FAR 52.212-3. 52.212-5 ARE ATTACHED. ADDENDA ARE ARE NOT ATTACHED

27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4. FAR 52.212-5 IS ATTACHED. ADDENDA ARE ARE NOT ATTACHED

28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN 0 COPIES TO ISSUING OFFICE. CONTRACTOR AGREES TO FURNISH AND DELIVER ALL ITEMS SET FORTH OR OTHERWISE IDENTIFIED ABOVE AND ON ANY ADDITIONAL SHEETS SUBJECT TO THE TERMS AND CONDITIONS SPECIFIED.

29. AWARD OF CONTRACT: REF. Tech Cost Proposal Amended OFFER DATED 23-Jan-2015. YOUR OFFER ON SOLICITATION (BLOCK 5), INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN, IS ACCEPTED AS TO ITEMS: SEE SCHEDULE

30a. SIGNATURE OF OFFEROR/CONTRACTOR

31a. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER)
 (b)(6)

30b. NAME AND TITLE OF SIGNER
 (TYPE OR PRINT)

30c. DATE SIGNED

31b. NAME OF CONTRACTING OFFICER (TYPE OR PRINT)
 (b)(6) Contracting Officer

31c. DATE SIGNED
 26-Jan-2015

TEL:
 EMAIL: (b)(6)

**SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS
(CONTINUED)**

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
SEE SCHEDULE					

32a. QUANTITY IN COLUMN 21 HAS BEEN
 RECEIVED INSPECTED ACCEPTED, AND CONFORMS TO THE CONTRACT, EXCEPT AS NOTED: _____

32b. SIGNATURE OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32c. DATE	32d. PRINTED NAME AND TITLE OF AUTHORIZED GOVERNMENT REPRESENTATIVE
--	-----------	---

32e. MAILING ADDRESS OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32f. TELEPHONE NUMBER OF AUTHORIZED GOVERNMENT REPRESENTATIVE
	32g. E-MAIL OF AUTHORIZED GOVERNMENT REPRESENTATIVE

33. SHIP NUMBER <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	34. VOUCHER NUMBER	35. AMOUNT VERIFIED CORRECT FOR	36. PAYMENT <input type="checkbox"/> COMPLETE <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	37. CHECK NUMBER
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38. S/R ACCOUNT NUMBER	39. S/R VOUCHER NUMBER	40. PAID BY
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41a. I CERTIFY THIS ACCOUNT IS CORRECT AND PROPER FOR PAYMENT	42a. RECEIVED BY <i>(Print)</i>		
41b. SIGNATURE AND TITLE OF CERTIFYING OFFICER	41c. DATE	42b. RECEIVED AT <i>(Location)</i>	
		42c. DATE REC'D <i>(YY/MM/DD)</i>	42d. TOTAL CONTAINERS

Section SF 1449 - CONTINUATION SHEET

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
0001	Survey Services and Market Research FFP FOB: Destination PURCHASE REQUEST NUMBER: HQ058450160001000	1,471,755.65	Each	\$1.00	\$1,471,755.65 EST
					NET AMT
					\$1,471,755.65 (EST.)
ACRN AA					\$1,471,755.65
CIN: HQ0584501600010000001					

ACCOUNTING AND APPROPRIATION DATA

AA: 9750100 7301 001 86001 2527 QD H5A5 HQ058450160001 033181
 AMOUNT: \$1,471,755.65
 CIN HQ0584501600010000001: \$1,471,755.65

INSPECTION AND ACCEPTANCE TERMS

Supplies/services will be inspected/accepted at:

CLIN	INSPECT AT	INSPECT BY	ACCEPT AT	ACCEPT BY
0001	Destination	Government	Destination	Government

DELIVERY INFORMATION

CLIN	DELIVERY DATE	QUANTITY	SHIP TO ADDRESS	UIC
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0001	POP 30-JAN-2015 TO 29-JAN-2016	N/A	JOINT ADVERT, MKT RES, STUDIES (JAMRS) (b)(6) 1919 SOUTH EADS STREET SUITE 100 ARLINGTON VA 22202 (b)(6) FOB: Destination	HQ0584
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Administrative - Points of Contact:

Contract Specialist:

(b)(6)

(b)(6)

**Performance Work Statement
JAMRS
FY15 Youth Poll – Spring & Summer**

1.0 INTRODUCTION

The Joint Advertising, Market Research and Studies (JAMRS) program requires a Contractor to administer the currently continuously fielding, Youth Poll survey. The work involves survey planning, design and development, conducting and administering surveys, analysis of quantitative and qualitative survey data, production of reports regarding the results of the surveys, and determining prospect market trends and conditions based on results.

2.0 BACKGROUND

The DoD Youth Poll is one of the Joint Advertising, Market Research and Studies (JAMRS) program's core projects. The Youth Poll is a tracking study that serves as DoD's official source of information on the prospect market (i.e., youth between the ages of 16 and 24 years old). The Youth Poll provides frequent monitoring of youth's propensity and other key metrics (e.g., motivators and barriers to service, knowledge of military careers) that are vital to the Department's ability to detect changes in the youth market and allocate recruiting resources in the most efficient and effective manner. Thus, ultimately, the

end goal of the Youth Poll is to provide OUSD(P&R) and the Services information necessary to make strategic and tactical recruitment-related decisions.

For over 35 years, the Department has been measuring propensity as it is the single best predictor of actual enlistment behavior and therefore essential for forecasting future recruitment supply. JAMRS is responsible for tracking propensity via the Youth Poll so as to prevent duplicative efforts within the Department. Because each of the Services, agencies, and programs require this information, it is much more cost-effective for one central agency to perform and disseminate the research rather than having each conduct similar studies independently. In addition to propensity, the Youth Poll tracks:

- attitudes toward joining the Military;
- knowledge of Military career options;
- engagement in pre-enlistment behaviors;
- reasons youth state for and against joining the Military; and
- perceptions of current events and the economy.

3.0 SCOPE

The Contractor shall provide all personnel, equipment, materials and other items necessary to perform Youth Poll market research and survey services.

4.0 REQUIREMENTS

The Contractor shall:

4.1 Attend a kickoff meeting in Arlington, Va. The purpose of the kickoff meeting is to clarify JAMRS' objectives and to discuss how the Contractor will address those objectives. Prepare and present a Project Activity Plan outlining all key tasks associated with all deliverables and their associated timelines required for complete execution of the task order. The Contractor shall provide JAMRS a written summary of the kick-off meeting discussion along with a plan for research.

4.2 Assist JAMRS in developing questionnaires for the Youth Poll Summer and Fall 2015 modules. Develop a survey content plan such that every questionnaire shall contain the same base set of questions designed to track key metrics (propensity to join the Military, future plans, consideration for joining the Military, military related knowledge, military favorability, engagement in pre-enlistment behaviors and perceptions of the economy) but will also allow flexibility for new questions and diverse content areas that can be tracked year over year while keeping survey administration times to less than 25 minutes. The questionnaires shall incorporate topics and/or items from previous years' Youth Poll surveys, input from Service POCS, and important constructs identified by JAMRS or through relevant literature.

4.3 Develop all mailing materials associated with the Youth Poll administration that are serialized for tracking purposes including: all notifications, cover letters, invitations letters, postcards, envelopes, questionnaires and return envelopes to be mailed to youth for the Youth Poll administrations.

4.4 Ensure all survey instruments and study protocols are compliant with the Office of the Under Secretary of Defense for Personnel and Readiness (OUSD P&R) Research Regulatory Oversight Office (R2O2) and all personnel involved with the study are up to date on human subjects research and ethics training. Furthermore, provide JAMRS personnel with a complete study protocol package will all necessary information and documentation to be submitted to the Government's R2O2 office for review and determination.

4.5 Conduct surveys on a continually fielding basis such that the following specifications are met:

4.5.1 Two administrations of the Youth Poll are conducted with a sample of nationally representative respondents between the ages of 16 and 24. For each administration, the sample shall be large enough using probability sampling techniques so that the data may be weighted to the national population and provide meaningful subgroup estimates with reasonable standard error estimates. Specifically, the design effect for key questions should typically be less than 2.0 and the sample size shall be sufficiently large enough to provide meaningful estimates for race/ethnicity by gender splits per administration. Data weights shall be developed for monthly data sets and wave-level data sets.

4.5.2 Adhere to the following survey specifications:

4.5.2.1 Mail to at least 40,000 youth per module, ensuring sampling accounts for gender, age, and state. Each module should result in roughly 5500 eligible responders.

4.5.2.2 Administer the survey, which should include a pre-notification, a reminder/thank you postcard, and survey packages.

4.5.2.3 Perform quality control checks on survey mailings and data entry.

4.5.2.4 Provide procedures that allows for respondents to ask questions about the survey, to report changes in status/address information, and to make survey requests.

4.6.1 Deliver via email, or other mutually agreeable electronic means, 8 weighted monthly datasets for data collected during this period of performance as well as the complete weighted module dataset collected during this period of performance. This data shall be delivered to JAMRS in SPSS and STATA formats. The datasets shall be made in a manner that is consistent with all previous waves of administration. This includes variable names, variable labels, values, and value labels that are consistent across administrations and with the questionnaire.

4.6.2 Deliver Annotated Questionnaires. The Contractor shall create and deliver via email or other electronic means annotated questionnaires that link questionnaire items with variables and values in the survey database and shall include and document any administrative items included in the database (such as wave number, date of survey, etc.). The annotated questionnaires shall be delivered within one month after the end of each administration.

4.7 Develop two briefing decks (i.e., YP Spring 2015 and YP Summer 2015) focusing on trends in youth propensity and eight executive summaries/snapshots in the form of PowerPoint slides summarizing key trends in propensity and other tracking metrics from the base set of items measured in every Youth Poll questionnaire.

4.8 Develop one briefing deck that highlights key findings from unique aspects of the Spring 2015 Youth Poll Module.

4.9 Develop one briefing deck that highlights regional and state level findings using the state-level weighted dataset collected during calendar year 2014.

4.10 Document the sampling, data collection, weighting and analytic procedures for the Spring 2015 module in a Technical Report.

APPROXIMATE YOUTH POLL (YP) SURVEY & BRIEFING DECK SCHEDULE

Period of Performance 31 January 2015 through 30 January 2016

Study Wave	Data Collection (when new sample is released; allow 2	Unweighted Data	Weighted Data	Annotated Questionnaire	Propensity Briefing Deck	Module Briefing Deck
-------------------	--	----------------------------	--------------------------	------------------------------------	---	-------------------------------------

	months after last date to end fielding window)					
YP31 – Spring 2015	January - April 2015	NA	NA	NA	October 2015	November 2015
YP32 – Summer 2015	May – Aug 2015	November 2015	December 2015	December 2015	January 2016 (end of PoP)	NA

4.12.1 Develop a paper survey that mimics the existing Parent Poll instruments provided by JAMRS. As indicated by JAMRS, the survey will measure likelihood to recommend military service to youth, and any special interest topics to be determined.

4.12.2 Collaborate with JAMRS to develop, organize, coordinate, document, and perform all sample development procedures. The sample will be developed to yield approximately 700 completed surveys from parents of Youth Poll respondents. Each case within the sample will be assigned a unique identifier in order to track dispositions.

4.12.3 Coordinate with JAMRS to prepare the specifications for printing all the survey materials and mailing to survey sample.

4.12.4 Organize, coordinate and perform the administration of the survey including:

4.12.4.1 Administer the survey, which will include a pre-notification, a reminder/thank you postcard, and three survey packages.

4.12.4.2 Perform a quality control check on survey mailings.

4.12.4.3 Maintain a survey control system, which will track the status of all sample members, mail outs, survey returns, change of address information, and survey inquiries.

4.12.4.4 Provide an email address and toll free number for respondents to ask questions about the survey, to report changes in status/address information, and to make survey requests.

4.12.5 Provide a paired parent dataset to the Government. The dataset will include variables from the survey, frame variables, and applicable variables from the paired youth survey. All datasets will be in SPSS format and include variable names and value labels. The contractor shall also be prepared to deliver the dataset as an Excel file, comma delimited file, or STATA file on request.

4.13 Monthly Status report, which includes the status of relevant issues associated with each tasking and a description of the remaining work to be done on the task.

5.0 DELIVERABLES

Deliverable	Ref.	Delivery Date
Kick-off meeting	Para 4.1	Within 1 week of award date
Written summary of Kick-off meeting	Para 4.1	Within 2 weeks of kickoff mtg

Deliverable	Ref.	Delivery Date
YP 2015 Summer Questionnaires	Para 4.2	23 March 2015
YP 2015 Fall Questionnaires	Para 4.2	30 July 2015
YP 2015 Summer & Fall Mailing Materials	Para 4.3	23 March 2015
Submit materials for Government R2O2 Review	Para 4.4	At least 2 weeks prior to printing
Weighted YP Summer 2015 Dataset	Para 4.6.1	8 December 2015
8 Weighted YP Monthly Datasets	Para 4.6.1	April through November during PoP
YP 2015 Spring Propensity Deck	Para 4.7	6 October 2015
YP 2015 Summer Propensity Deck	Para 4.7	End of PoP
Monthly YP Executive Summaries (April through November)	Para 4.7	April through November during PoP
YP 2015 Spring Module Brief	Para 4.8	21 November 2016
Regional & State Level Analysis Brief	Para 4.9	End of PoP
YP 2015 Spring Tech Report	Para 4.10	30 October 2015
YP 2015 Summer Annotated Questionnaire	Para 4.6.2	8 December 2015
Paired Parent Questionnaire	4.12.1	1 July 2015
Paired Parent Dataset	4.12.5	End of PoP
Monthly Status Report	Para 4.13	Monthly during PoP by last workday of the month

6.0 GOVERNMENT FURNISHED INFORMATION

6.1 Sample Frame. JAMRS shall provide a sample frame that covers approximately 90% of the youth population (names and addresses for 16-24 year olds) for the Contractor to use to draw the samples for each administration of the Youth Poll.

6.2 Questionnaires. JAMRS shall provide previous Youth Poll questionnaires for the Contractor to use in the development of questionnaires.

CLAUSES INCORPORATED BY FULL TEXT**252.232-7006 WIDE AREA WORKFLOW PAYMENT INSTRUCTIONS (MAY 2013)**

(a) Definitions. As used in this clause--

Department of Defense Activity Address Code (DoDAAC) is a six position code that uniquely identifies a unit, activity, or organization.

Document type means the type of payment request or receiving report available for creation in Wide Area WorkFlow (WAWF).

Local processing office (LPO) is the office responsible for payment certification when payment certification is done external to the entitlement system.

(b) Electronic invoicing. The WAWF system is the method to electronically process vendor payment requests and receiving reports, as authorized by DFARS 252.232-7003, Electronic Submission of Payment Requests and Receiving Reports.

(c) WAWF access. To access WAWF, the Contractor shall--

(1) Have a designated electronic business point of contact in the System for Award Management at <https://www.acquisition.gov>; and

(2) Be registered to use WAWF at <https://wawf.eb.mil/> following the step-by-step procedures for self-registration available at this Web site.

(d) WAWF training. The Contractor should follow the training instructions of the WAWF Web-Based Training Course and use the Practice Training Site before submitting payment requests through WAWF. Both can be accessed by selecting the "Web Based Training" link on the WAWF home page at <https://wawf.eb.mil/>.

(e) WAWF methods of document submission. Document submissions may be via Web entry, Electronic Data Interchange, or File Transfer Protocol.

(f) WAWF payment instructions. The Contractor must use the following information when submitting payment requests and receiving reports in WAWF for this contract/order:

(1) Document type. The Contractor shall use the following document type(s).

Invoice and Receiving Report (Combo)

(2) Inspection/acceptance location. The Contractor shall select the following inspection/acceptance location(s) in WAWF, as specified by the contracting officer.

Inspection location: Destination

Acceptance location: Destination

(3) Document routing. The Contractor shall use the information in the Routing Data Table below only to fill in applicable fields in WAWF when creating payment requests and receiving reports in the system.

Routing Data Table*

Field Name in WAWF	Data to be entered in WAWF
Pay Official DoDAAC	HQ0131
Issue By DoDAAC	H98210
Admin DoDAAC	H98210
Inspect By DoDAAC	HQ0584
Ship To Code	---
Ship From Code	---
Mark For Code	---
Service Approver (DoDAAC)	HQ0584
Service Acceptor (DoDAAC)	HQ0584
Accept at Other DoDAAC	---
LPO DoDAAC	---
DCAA Auditor DoDAAC	---
Other DoDAAC(s)	---

(4) Payment request and supporting documentation. The Contractor shall ensure a payment request includes appropriate contract line item and subline item descriptions of the work performed or supplies delivered, unit price/cost per unit, fee (if applicable), and all relevant back-up documentation, as defined in DFARS Appendix F, (e.g. timesheets) in support of each payment request.

(5) WAWF email notifications. The Contractor shall enter the email address identified below in the "Send Additional Email Notifications" field of WAWF once a document is submitted in the system.

(b)(6)

(g) WAWF point of contact. (1) The Contractor may obtain clarification regarding invoicing in WAWF from the following contracting activity's WAWF point of contact.

WAWF POC: (b)(6)

(2) For technical WAWF help, contact the WAWF helpdesk at 866-618-5988.

(End of clause)

AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT			I. CONTRACT ID CODE	PAGE OF PAGES
			J	1 3
2. AMENDMENT/MODIFICATION NO. P00001	3. EFFECTIVE DATE 19-Nov-2015	4. REQUISITION/PURCHASE REQ. NO. HQ058440090001000	5. PROJECT NO.(If applicable)	
6. ISSUED BY DEFENSE HUMAN RESOURCES ACTIVITY 4800 MARK CENTER DRIVE, (b)(6) ALEXANDRIA VA 22350-4000	CODE H98210	7. ADMINISTERED BY (If other than item 6) DEFENSE HUMAN RESOURCES ACTIVITY 4800 MARK CENTER DRIVE, (b)(6) ALEXANDRIA VA 22350-1300		
8. NAME AND ADDRESS OF CONTRACTOR (No., Street, County, State and Zip Code) FORS MARSH GROUP LLC (b)(6) 1010 N. GLEBE RD, STE 510 ARLINGTON VA 22201-5761		9A. AMENDMENT OF SOLICITATION NO.		
		9B. DATED (SEE ITEM 11)		
		X 10A. MOD. OF CONTRACT/ORDER NO. H98210-15-D-0001		
		X 10B. DATED (SEE ITEM 13) 15-Dec-2014		
CODE 360C2	FACILITY CODE			
11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS				
<input type="checkbox"/> The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of offer <input type="checkbox"/> is extended, <input type="checkbox"/> is not extended.				
<p>Offer must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or as amended by one of the following methods:</p> <p>(a) By completing Items 8 and 15, and returning _____ copies of the amendment; (b) By acknowledging receipt of this amendment on each copy of the offer submitted; or (c) By separate letter or telegram which includes a reference to the solicitation and amendment numbers. FAILURE OF YOUR ACKNOWLEDGMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER. If by virtue of this amendment you desire to change an offer already submitted, such change may be made by telegram or letter, provided each telegram or letter makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.</p>				
12. ACCOUNTING AND APPROPRIATION DATA (If required)				
13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACT ORDERS. IT MODIFIES THE CONTRACT/ORDER NO. AS DESCRIBED IN ITEM 14.				
A. THIS CHANGE ORDER IS ISSUED PURSUANT TO: (Specify authority) THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDER NO. IN ITEM 10A.				
X B. THE ABOVE NUMBERED CONTRACT/ORDER IS MODIFIED TO REFLECT THE ADMINISTRATIVE CHANGES (such as changes in paying office, appropriation date, etc.) SET FORTH IN ITEM 14, PURSUANT TO THE AUTHORITY OF FAR 43.103(B).				
C. THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO PURSUANT TO AUTHORITY OF:				
D. OTHER (Specify type of modification and authority)				
E. IMPORTANT: Contractor <input checked="" type="checkbox"/> is not, <input type="checkbox"/> is required to sign this document and return _____ copies to the issuing office.				
14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by UCF section headings, including solicitation/contract subject matter where feasible.) Modification Control Number: (b)(4),(b)(3)-10 USC § 2305(a) The purpose of this administrative modification is to update the option CLINs to reflect the option status from No Status to Option. The CLINs were incorrectly coded at award.				
Except as provided herein, all terms and conditions of the document referenced in Item 9A or 10A, as heretofore changed, remains unchanged and in full force and effect.				
15A. NAME AND TITLE OF SIGNER (Type or print)		16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print) (b)(6) CONTRACTING OFFICER		
		TEL:	EMAIL: (b)(6)	
15B. CONTRACTOR/OFFEROR (Signature of person authorized to sign)	15C. DATE SIGNED	16B. UNITED STATES OF AMERICA (b)(6) BY _____ (Signature of Contracting Officer)		16C. DATE SIGNED 19-Nov-2015

SECTION SF 30 BLOCK 14 CONTINUATION PAGE

SUMMARY OF CHANGES

SECTION SF 1449 - CONTINUATION SHEET

SOLICITATION/CONTRACT FORM

The total cost of this contract was decreased by \$39,967,922.45 from \$49,808,903.26 (EST) to \$9,840,980.81 (EST).

SUPPLIES OR SERVICES AND PRICES

CLIN 1001

The option status has changed from No Status to Option.

CLIN 1002

The option status has changed from No Status to Option.

CLIN 2001

The option status has changed from No Status to Option.

CLIN 2002

The option status has changed from No Status to Option.

CLIN 3001

The option status has changed from No Status to Option.

CLIN 3002

The option status has changed from No Status to Option.

CLIN 4001

The option status has changed from No Status to Option.

CLIN 4002

The option status has changed from No Status to Option.

(End of Summary of Changes)

H98210-15-D-0001

P00001

Page 3 of 3

**SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS
(CONTINUED)**

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
SEE SCHEDULE					

32a. QUANTITY IN COLUMN 21 HAS BEEN
 RECEIVED INSPECTED ACCEPTED, AND CONFORMS TO THE CONTRACT, EXCEPT AS NOTED: _____

32b. SIGNATURE OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32c. DATE	32d. PRINTED NAME AND TITLE OF AUTHORIZED GOVERNMENT REPRESENTATIVE
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32e. MAILING ADDRESS OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32f. TELEPHONE NUMBER OF AUTHORIZED GOVERNMENT REPRESENTATIVE
	32g. E-MAIL OF AUTHORIZED GOVERNMENT REPRESENTATIVE

33. SHIP NUMBER <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	34. VOUCHER NUMBER	35. AMOUNT VERIFIED CORRECT FOR	36. PAYMENT <input type="checkbox"/> COMPLETE <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	37. CHECK NUMBER
--	--------------------	---------------------------------	--	------------------

38. S/R ACCOUNT NUMBER	39. S/R VOUCHER NUMBER	40. PAID BY
------------------------	------------------------	-------------

41a. I CERTIFY THIS ACCOUNT IS CORRECT AND PROPER FOR PAYMENT	42a. RECEIVED BY <i>(Print)</i>		
41b. SIGNATURE AND TITLE OF CERTIFYING OFFICER	41c. DATE	42b. RECEIVED AT <i>(Location)</i>	
		42c. DATE REC'D <i>(YY/MM/DD)</i>	42d. TOTAL CONTAINERS

Section SF 1449 - CONTINUATION SHEET

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
0001	Survey Services and Market Research FFP FOB: Destination PURCHASE REQUEST NUMBER: HQ058450130002000	833,426.35	Each	\$1.00	\$833,426.35
NET AMT					\$833,426.35
ACRN AA CIN: HQ0584501300020000001					\$833,426.35

DELIVERY INFORMATION

CLIN	DELIVERY DATE	QUANTITY	SHIP TO ADDRESS	UIC
0001	POP 16-FEB-2015 TO 15-FEB-2016	N/A	JOINT ADVERT, MKT RES, STUDIES (JAMRS) (b)(6) 1919 SOUTH EADS STREET SUITE 100 ARLINGTON VA 22202 (b)(6) FOB: Destination	HQ0584

ACCOUNTING AND APPROPRIATION DATA

AA: 9750100 7301 001 86001 2527 QD H5A5 HQ058450130002 033181
 AMOUNT: \$833,426.35
 CIN HQ0584501300020000001: \$833,426.35

INSPECTION AND ACCEPTANCE TERMS

Supplies/services will be inspected/accepted at:

CLIN	INSPECT AT	INSPECT BY	ACCEPT AT	ACCEPT BY
0001	Destination	Government	Destination	Government

Administrative - Points of Contact:

Contract Specialist:

(b)(6)

(b)(6)

Performance Work Statement

JAMRS New Recruit Survey – FY15 Recruiting Process Module

1.0 INTRODUCTION

The New Recruit Survey serves as DoD's official vehicle to assess the impact of recruiting incentives, recruiting programs and policies, compensation and benefits, recruiter interactions, MEPS processing, and outreach/advertising messages on actual enlistment decisions. The findings function as an ongoing and continuous assessment mechanism to gauge the effectiveness of programs and practices using immediate feedback from new recruits after taking their oath of service at the MEPS. This coordinated effort allows for comparisons across the Services and ensures timely information is available on which to base adjustments to recruiting initiatives and programs. This particular module of the New Recruit Survey focuses on the new recruits' assessment of the recruiting process along with the core set of questions designed to assess the impact of recruiting incentives, programs and policies.

2.0 BACKGROUND

JAMRS is an official DoD program for joint marketing communications and market research and studies. Its mission is to measure and help broaden people's understanding of military service as a career option, and its programs help bolster the effectiveness of all the Services' recruiting and retention efforts. One of JAMRS' core functions is to perform market and recruiting surveys in order to provide valuable resources to recruiting professionals across all branches of the Military and DoD agencies.

The results of the New Recruit Survey will serve as an overarching evaluation mechanism, allowing the Department to form the best strategies, programs, and policies to attract, train, and

retain a strong All-Volunteer Force. In order to make mission and protect the All-Volunteer Force in the most cost-effective manner possible, it is critical to fully understand what programs and policies are motivating new recruits to join the Military and/or which programs or policies are viewed negatively (i.e., did incentives, policies, programs, outreach efforts, and recruiter interactions influence the decision to join).

3.0 SCOPE

The Contractor shall provide all personnel, equipment, materials and other items necessary to perform market research and survey services with regards to the New Recruit Survey Recruiting Process Module.

4.0 REQUIREMENTS

The Contractor shall:

- 4.1 Meet with JAMRS representatives at a mutually agreeable location in the Washington metropolitan area either in person or via conference call to clarify the Government's objectives and to discuss how the Contractor will address those objectives. The Contractor shall provide JAMRS a written summary of the kick-off meeting discussion along with a plan for research.
- 4.2 Assist JAMRS in informing relevant Service personnel and any relevant MEPS personnel of the New Recruit Survey.
- 4.3 Assist JAMRS personnel in instructing relevant Service personnel on how to replace current survey booklet with new booklet, how to distribute survey materials to new recruits and document the instructions in a short write-up to be delivered to relevant personnel.
- 4.4 Print finalized, formatted Service-specific survey booklets and deliver to all MEPS.
- 4.5 Maintain a survey control system, which will track the status of all sample members, mail outs, survey returns and survey inquiries.
- 4.6 Provide an email address and toll free number for respondents and Service liaisons to ask questions about the survey, to report changes in status/address information, and to make survey requests.
- 4.7 Administer the survey on a continually fielding basis for 6 months such that the following specifications are met:
 - 4.8.1 All active-duty new recruits entering the delayed entry program (or immediately shipping to boot camp) are invited to participate in the survey before taking their oath at MEPS through coordination with MEPS Service liaisons.
 - 4.8.2 All Army National Guard and Army Reserve new recruits processing at the MEPS to ship to boot camp are invited to participate in the survey before taking their oath at MEPS through coordination with MEPS Service liaisons.
 - 4.8.3 Conduct the survey with Air Guard and Air Force Reserve new recruits through an online survey by working with Air Guard and Air Force Reserve recruiters who will be responsible for distributing the survey invitation and instructions. Survey data from these new recruits do not need to be weighted given small sample sizes and lack of frame data. Also, results from Air Guard and Air Force Reserve new recruits will not be delivered on a monthly basis.
- 4.9 Provide a test web link that could host an online version of the New Recruit Survey in the future that includes a short set of test questions suitable for Services to test on their servers. Provide maintenance on this link through the period of performance.

- 4.10 Deliver via email or other mutually agreeable electronic means (e.g., CD-ROM) a complete dataset of all data collected on a monthly basis in SPSS format that includes variable names, variable labels, values, and value labels that are consistent with the questionnaire once data collection begins. This does not apply to Air Guard and Air Force Reserve data.
- 4.11 Create and deliver via email or other electronic means (e.g., CD-ROM) an annotated questionnaire that links questionnaire items with variables and values in the SPSS survey database and shall include and document any administrative items included in the database (such as wave number, date of survey, etc.).
- 4.12 Maintain the Active Duty New Recruit Survey online data portal to meet the requirements for user roles, user authentication and core reporting functionality as established under New Recruit Survey Phase 1 including updating data feeds and standard reports on a monthly basis.
- 4.13 Develop and format the next module of the Service-specific questionnaire in a paper/booklet format that includes instructions on how to complete the survey and service-specific letters inviting new recruits to participate in the survey to be delivered to respondents by the Government. The next module should focus on media habits of new recruits especially as they relate to recruiting in addition to the core set of New Recruit Survey questions.
- 4.14 Ensure all survey instruments and study protocols, including those developed for the next module, are compliant with the Office of the Under Secretary of Defense for Personnel and Readiness (OUSD P&R) Research Regulatory Oversight Office (R2O2) and all personnel involved with the study are up to date on human subjects research and ethics training. Furthermore, provide JAMRS personnel with a complete study protocol package with all necessary information and documentation to be submitted to the Government's R2O2 office for review and determination.
- 4.15 Deliver Active Duty and Reserve/Guard monthly reports that highlights key findings for each month during the fielding period.
- 4.16 Deliver an Active Duty and Reserve/Guard topline reports for data collected from new recruits that highlights the proportion of respondents that selected each response option per question after the six month fielding period.
- 4.17 Deliver via email an Active Duty briefing deck that highlights key findings from the New Recruit Survey - Influencer module after six months of data collection.
- 4.18 Deliver a briefing on the data collected from Reserve and Guard new recruits that highlights key findings and notable trends revealed in this data collection after the six month fielding period.
- 4.19 Document the sampling, data collection, weighting and analytic procedures for in a Technical Report after six months of data collection of the Influencer Module.
- 4.20 Provide the COR with a Monthly Status report, which includes the status of relevant issues associated with each tasking and a description of the remaining work to be done on the task.
- 5.0 DELIVERABLES

Deliverable	Ref.	Delivery Date (on or about)
Kick-off meeting	Para 4.1	Within 1 week of award date
Kick-off meeting report	Para 4.1	Within 2 weeks of kickoff mtg

Deliverable	Ref.	Delivery Date (on or about)
Instructions on survey administration	Para 4.3	Within 2 weeks of award date
Deliver printed survey to MEPS	Para 4.4	Within 3 weeks of award date
Dataset	Para 4.10	Monthly during PoP once data collection begins
Annotated Questionnaire	Para 4.11	One month after fielding is complete
Formatted Survey for next wave of data collection	Para 4.13	End of PoP
IRB / R2O2 documents	Para 4.14	End of PoP
Monthly reports	Para 4.15	Monthly during PoP once data collection begins
Topline Reports	Para 4.16	End of PoP
Active Duty module briefing deck	Para 4.17	End of PoP
Reserve and Guard module briefing deck	Para 4.18	End of PoP
Technical Report	Para 4.19	End of PoP
Monthly Status Report	Para 4.20	Monthly during PoP

6.0 GOVERNMENT FURNISHED INFORMATION

- 6.1 Service POC list. The Government shall provide a list of relevant Service personnel who will be involved with the New Recruit Survey to the Contractor.
- 6.2 New Recruit Frame. The Government shall provide a list of all New Recruits during the survey administration time frame to the Contractor.
- 6.3 New Recruit Survey. The Government shall provide the list of survey items to the Contractor for IRB review.
- 6.4 Survey Packet Delivery. The Government shall deliver the survey administration packets to the new recruits selected to participate in the survey.

CLAUSES INCORPORATED BY FULL TEXT**252.232-7006 WIDE AREA WORKFLOW PAYMENT INSTRUCTIONS (MAY 2013)**

(a) Definitions. As used in this clause--

Department of Defense Activity Address Code (DoDAAC) is a six position code that uniquely identifies a unit, activity, or organization.

Document type means the type of payment request or receiving report available for creation in Wide Area WorkFlow (WAWF).

Local processing office (LPO) is the office responsible for payment certification when payment certification is done external to the entitlement system.

(b) Electronic invoicing. The WAWF system is the method to electronically process vendor payment requests and receiving reports, as authorized by DFARS 252.232-7003, Electronic Submission of Payment Requests and Receiving Reports.

(c) WAWF access. To access WAWF, the Contractor shall--

(1) Have a designated electronic business point of contact in the System for Award Management at <https://www.acquisition.gov>; and

(2) Be registered to use WAWF at <https://wawf.eb.mil/> following the step-by-step procedures for self-registration available at this Web site.

(d) WAWF training. The Contractor should follow the training instructions of the WAWF Web-Based Training Course and use the Practice Training Site before submitting payment requests through WAWF. Both can be accessed by selecting the "Web Based Training" link on the WAWF home page at <https://wawf.eb.mil/>.

(e) WAWF methods of document submission. Document submissions may be via Web entry, Electronic Data Interchange, or File Transfer Protocol.

(f) WAWF payment instructions. The Contractor must use the following information when submitting payment requests and receiving reports in WAWF for this contract/order:

(1) Document type. The Contractor shall use the following document type(s).

Invoice and Receiving Report (Combo)

(2) Inspection/acceptance location. The Contractor shall select the following inspection/acceptance location(s) in WAWF, as specified by the contracting officer.

Inspection location: Destination

Acceptance location: Destination

(3) Document routing. The Contractor shall use the information in the Routing Data Table below only to fill in applicable fields in WAWF when creating payment requests and receiving reports in the system.

Routing Data Table*

Field Name in WAWF	Data to be entered in WAWF
Pay Official DoDAAC	HQ0131
Issue By DoDAAC	H98210
Admin DoDAAC	H98210
Inspect By DoDAAC	HQ0584
Ship To Code	---
Ship From Code	---
Mark For Code	---
Service Approver (DoDAAC)	HQ0584
Service Acceptor (DoDAAC)	HQ0584
Accept at Other DoDAAC	---
LPO DoDAAC	---
DCAA Auditor DoDAAC	---
Other DoDAAC(s)	---

(4) Payment request and supporting documentation. The Contractor shall ensure a payment request includes appropriate contract line item and subline item descriptions of the work performed or supplies delivered, unit price/cost per unit, fee (if applicable), and all relevant back-up documentation, as defined in DFARS Appendix F, (e.g. timesheets) in support of each payment request.

(5) WAWF email notifications. The Contractor shall enter the email address identified below in the "Send Additional Email Notifications" field of WAWF once a document is submitted in the system.

(b)(6)

(g) WAWF point of contact. (1) The Contractor may obtain clarification regarding invoicing in WAWF from the following contracting activity's WAWF point of contact.

WAWF POC (b)(6)

(2) For technical WAWF help, contact the WAWF helpdesk at 866-618-5988.

(End of clause)

AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT				1. CONTRACT ID CODE	PAGE OF PAGES	
				J	1	2
2. AMENDMENT/MODIFICATION NO. P00002		3. EFFECTIVE DATE 15-Dec-2015	4. REQUISITION/PURCHASE REQ. NO. HQ058440090001000		5. PROJECT NO.(If applicable)	
6. ISSUED BY DEFENSE HUMAN RESOURCES ACTIVITY 4800 MARK CENTER DRIVE, (b)(6) ALEXANDRIA VA 22350-4000		CODE H98210	7. ADMINISTERED BY (If other than item 6) DEFENSE HUMAN RESOURCES ACTIVITY 4800 MARK CENTER DRIVE, SUITE 07G12 ALEXANDRIA VA 22350-1300		CODE H98210	
8. NAME AND ADDRESS OF CONTRACTOR (No., Street, County, State and Zip Code) EORS MARSH GROUP LLC (b)(6) 1010 N. GLEBE RD, STE 510 ARLINGTON VA 22201-5761				9A. AMENDMENT OF SOLICITATION NO.		
				9B. DATED (SEE ITEM 11)		
				X 10A. MOD. OF CONTRACT/ORDER NO. H98210-15-D-0001		
				X 10B. DATED (SEE ITEM 13) 15-Dec-2014		
CODE 360C2		FACILITY CODE				
11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS						
<input type="checkbox"/> The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of offer <input type="checkbox"/> is extended, <input type="checkbox"/> is not extended. <p>Offer must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or as amended by one of the following methods: (a) By completing Items 8 and 15, and returning _____ copies of the amendment; (b) By acknowledging receipt of this amendment on each copy of the offer submitted; or (c) By separate letter or telegram which includes a reference to the solicitation and amendment numbers. FAILURE OF YOUR ACKNOWLEDGMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER. If by virtue of this amendment you desire to change an offer already submitted, such change may be made by telegram or letter, provided each telegram or letter makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.</p>						
12. ACCOUNTING AND APPROPRIATION DATA (If required)						
13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACT ORDERS. IT MODIFIES THE CONTRACT/ORDER NO. AS DESCRIBED IN ITEM 14.						
A. THIS CHANGE ORDER IS ISSUED PURSUANT TO: (Specify authority) THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDER NO. IN ITEM 10A.						
B. THE ABOVE NUMBERED CONTRACT/ORDER IS MODIFIED TO REFLECT THE ADMINISTRATIVE CHANGES (such as changes in paying office, appropriation date, etc.) SET FORTH IN ITEM 14, PURSUANT TO THE AUTHORITY OF FAR 43.103(B).						
C. THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO PURSUANT TO AUTHORITY OF:						
X D. OTHER (Specify type of modification and authority) Unilateral, IAW FAR 52.212-9						
E. IMPORTANT: Contractor <input checked="" type="checkbox"/> is not, <input type="checkbox"/> is required to sign this document and return _____ copies to the issuing office.						
14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by UCF section headings, including solicitation/contract subject matter where feasible.) Modification Control Number: (b)(4) (b)(3):10 USC 8 2205(a) The purpose of this modification is to exercise option period 1, (CLINs 1001 and 1002), therefore extending the period of performance through December 14, 2016.						
Except as provided herein, all terms and conditions of the document referenced in Item 9A or 10A, as heretofore changed, remains unchanged and in full force and effect.						
15A. NAME AND TITLE OF SIGNER (Type or print)				16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print)		
				(b)(6) CONTRACTING OFFICER		
				TEL: _____ EMAIL: (b)(6)		
15B. CONTRACTOR/OFFEROR		15C. DATE SIGNED	16B. UNITED STATES OF AMERICA		16C. DATE SIGNED	
(Signature of person authorized to sign)			(b)(6)		23-Nov-2015	
			BY _____		(Signature of Contracting Officer)	

SECTION SF 30 BLOCK 14 CONTINUATION PAGE

SUMMARY OF CHANGES

SECTION SF 1449 - CONTINUATION SHEET

SOLICITATION/CONTRACT FORM

The total cost of this contract was increased by \$9,664,177.81 from \$9,840,980.81 (EST) to \$19,505,158.62 (EST).

SUPPLIES OR SERVICES AND PRICES

CLIN 1001

The option status has changed from Option to Option Exercised.

CLIN 1002

The option status has changed from Option to Option Exercised.

(End of Summary of Changes)

SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS <i>OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, AND 30</i>				1. REQUISITION NUMBER HQ058450550001000		PAGE 1 OF 8			
2. CONTRACT NO. H98210-15-D-0001		3. AWARD/EFFECTIVE DATE 18-Mar-2015		4. ORDER NUMBER 0003		5. SOLICITATION NUMBER		6. SOLICITATION ISSUE DATE	
7. FOR SOLICITATION INFORMATION CALL:			a. NAME			b. TELEPHONE NUMBER (No Collect Calls)		8. OFFER DUE DATE/LOCAL TIME	
9. ISSUED BY DEFENSE HUMAN RESOURCES ACTIVITY 4800 MARK CENTER DRIVE. (b)(6) ALEXANDRIA VA 22350-4000 TEL: FAX:			CODE H98210		10. THIS ACQUISITION IS <input checked="" type="checkbox"/> UNRESTRICTED OR <input checked="" type="checkbox"/> SET ASIDE: 100% FOR: <input checked="" type="checkbox"/> SMALL BUSINESS <input type="checkbox"/> WOMEN-OWNED SMALL BUSINESS (WOSB) <input type="checkbox"/> HUBZONE SMALL BUSINESS <input type="checkbox"/> ECONOMICALLY DISADVANTAGED WOMEN-OWNED SMALL BUSINESS (EDWOSB) <input type="checkbox"/> SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS <input type="checkbox"/> 8(A) NAICS: 541910 SIZE STANDARD: \$14,000,000				
11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED <input type="checkbox"/> SEE SCHEDULE			12. DISCOUNT TERMS Net 30		13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700) <input type="checkbox"/>		13b. RATING		
15. DELIVER TO JOINT ADVERT. MKT. RES. STUDIES (JAMRS) (b)(6) 1919 SOUTH LEADS STREET SUITE 100 ARLINGTON VA 22202			CODE HQ0584		16. ADMINISTERED BY DEFENSE HUMAN RESOURCES ACTIVITY 4800 MARK CENTER DRIVE, SUITE 07G12 ALEXANDRIA VA 22350-1300 CODE H98210				
17a. CONTRACTOR/OFFEROR FORB MARSH GROUP LLC (b)(6) 1010 N. GLEBE RD., STE 510 ARLINGTON VA 22201-5761 TELEPHONE NO. (b)(6)			CODE 360C2		FACILITY CODE		18a. PAYMENT WILL BE MADE BY DFAS COLUMBUS CENTER DFAS-CO/JAQ ATTN: CAPSW/OR P2 PO BOX 369016 COLUMBUS OH 43236-9016 CODE HQ0131		
<input type="checkbox"/> 17b. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER			18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a. UNLESS BLOCK BELOW IS CHECKED <input checked="" type="checkbox"/> SEE ADDENDUM						
19. ITEM NO.		20. SCHEDULE OF SUPPLIES/ SERVICES			21. QUANTITY		22. UNIT	23. UNIT PRICE	24. AMOUNT
		SEE SCHEDULE							
25. ACCOUNTING AND APPROPRIATION DATA See Schedule							26. TOTAL AWARD AMOUNT (For Govt. Use Only) \$613,470.90		
<input type="checkbox"/> 27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1. 52.212-4. FAR 52.212-3. 52.212-5 ARE ATTACHED. ADDENDA <input type="checkbox"/> ARE <input type="checkbox"/> ARE NOT ATTACHED			<input type="checkbox"/> 27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4. FAR 52.212-5 IS ATTACHED. ADDENDA <input type="checkbox"/> ARE <input type="checkbox"/> ARE NOT ATTACHED						
<input type="checkbox"/> 28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN 0 COPIES TO ISSUING OFFICE. CONTRACTOR AGREES TO FURNISH AND DELIVER ALL ITEMS SET FORTH OR OTHERWISE IDENTIFIED ABOVE AND ON ANY ADDITIONAL SHEETS SUBJECT TO THE TERMS AND CONDITIONS SPECIFIED.					<input checked="" type="checkbox"/> 29. AWARD OF CONTRACT: REF. Technical and Price Proposal OFFER DATED 16-Mar-2015. YOUR OFFER ON SOLICITATION (BLOCK 5), INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN, IS ACCEPTED AS TO ITEMS: SEE SCHEDULE				
30a. SIGNATURE OF OFFEROR/CONTRACTOR				31a. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER) (b)(6)					
30b. NAME AND TITLE OF SIGNER (TYPE OR PRINT)			30c. DATE SIGNED		31b. NAME OF CONTRACTING OFFICER (TYPE OR PRINT) (b)(6) Contracting Officer TEL: EMAIL (b)(6)			31c. DATE SIGNED 17-Mar-2015	

**SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS
(CONTINUED)**

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
SEE SCHEDULE					

32a. QUANTITY IN COLUMN 21 HAS BEEN
 RECEIVED INSPECTED ACCEPTED, AND CONFORMS TO THE CONTRACT, EXCEPT AS NOTED: _____

32b. SIGNATURE OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32c. DATE	32d. PRINTED NAME AND TITLE OF AUTHORIZED GOVERNMENT REPRESENTATIVE
--	-----------	---

32e. MAILING ADDRESS OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32f. TELEPHONE NUMBER OF AUTHORIZED GOVERNMENT REPRESENTATIVE
	32g. E-MAIL OF AUTHORIZED GOVERNMENT REPRESENTATIVE

33. SHIP NUMBER <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	34. VOUCHER NUMBER	35. AMOUNT VERIFIED CORRECT FOR	36. PAYMENT <input type="checkbox"/> COMPLETE <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	37. CHECK NUMBER
--	--------------------	---------------------------------	--	------------------

38. S/R ACCOUNT NUMBER	39. S/R VOUCHER NUMBER	40. PAID BY
------------------------	------------------------	-------------

41a. I CERTIFY THIS ACCOUNT IS CORRECT AND PROPER FOR PAYMENT	42a. RECEIVED BY <i>(Print)</i>	
41b. SIGNATURE AND TITLE OF CERTIFYING OFFICER	41c. DATE	42b. RECEIVED AT <i>(Location)</i>
		42c. DATE REC'D <i>(YY/MM/DD)</i>

Section SF 1449 - CONTINUATION SHEET

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
0001	Survey Services and Market Research FFP FOB: Destination PURCHASE REQUEST NUMBER: HQ058450550001000	613,470.90	Each	\$1.00	\$613,470.90
NET AMT					\$613,470.90
ACRN AA CIN: HQ0584505500010000001					\$613,470.90

ACCOUNTING AND APPROPRIATION DATA

AA: 9750100 7301 001 86001 2527 QD H5A5 HQ058450550001 033181
 AMOUNT: \$613,470.90
 CIN HQ0584505500010000001: \$613,470.90

INSPECTION AND ACCEPTANCE TERMS

Supplies/services will be inspected/accepted at:

CLIN	INSPECT AT	INSPECT BY	ACCEPT AT	ACCEPT BY
0001	Destination	Government	Destination	Government

DELIVERY INFORMATION

CLIN	DELIVERY DATE	QUANTITY	SHIP TO ADDRESS	UIC
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0001	POP 18-MAR-2015 TO 17-MAR-2016	N/A	JOINT ADVERT, MKT RES, STUDIES (JAMRS) (b)(6) 1919 SOUTH EADS STREET SUITE 100 ARLINGTON VA 22202 (b)(6) FOB: Destination	HQ0584
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Administrative - Points of Contact:

Contract Specialist:

(b)(6)

(b)(6)

**Performance Work Statement
JAMRS
FY15 DoD Market Segmentation and Market Data**

1.0 INTRODUCTION

The Joint Advertising, Market Research and Studies (JAMRS) program requires a market segmentation system that divides the total US market into smaller, more meaningful submarkets to assist recruiting efforts. Furthermore, Department of Defense (DoD) and the Services require analyses that provide military-relevant intelligence on segments of the market to better locate and reach high-potential or core segments of the market. JAMRS also requires intelligence on the pre-prospect youth market to assist the Services' planning and forecasting efforts regarding the future recruiting environment.

2.0 BACKGROUND

JAMRS is an official DoD program for joint marketing communications and market research and studies. Its mission is to measure and help broaden people's understanding of military service as a career option, and its programs help bolster the effectiveness of all the Services' recruiting and retention efforts. JAMRS' primary research objective is to understand and provide key metrics regarding the recruiting market. This essential information allows the Services to forecast and react to recruiting market shifts, allocate recruiting resources efficiently and conduct informed advertising planning. One specific need of the Services' recruiting commands and DoD leadership is for market segmentation data and analyses. Market segmentation provides insight on which submarkets are joining the Military at high rates, what

these submarkets are like, where to find more of them and how to better reach them. Furthermore, this information is used by the Services' recruiting commands to better understand localized recruiting markets by identifying the segments that are predominant in local markets and military-relevant information to better reach the predominant segments. Another market data need of the Services is for data on pre-prospect youth's media habits and opinions to help develop strategic plans for future recruiting efforts.

3.0 SCOPE

The Contractor shall provide all personnel, equipment, materials and other items necessary to perform Market Segmentation and market data services.

4.0 REQUIREMENTS

The Contractor shall:

4.1 Attend a kickoff meeting in Arlington, Va. The purpose of the kickoff meeting is to clarify JAMRS' objectives and to discuss how the Contractor will address those objectives. The Contractor shall provide JAMRS a written summary of the kick-off meeting discussion along with a plan for research.

4.2 Provide JAMRS and POCs from the Services' recruiting commands access to a segmentation system. The segmentation system shall be based on data (e.g., demographics) that link the segments to geographic areas. The Contractor shall provide at least 10 licenses/copies of a segmentation analysis tool, 3 copies of coding software, a data directory, and access to a demographic database that includes segment specific information.

4.3 Append segment codes based on existing code definitions and use the most recent military accession data sets.

4.4 Perform an analysis of Accession data at the National level. Key segmentation trends will be examined for the Joint Services and each specific Service using the past three years of data to provide insight into the recruiting market.

4.5 Produce 12 case studies that take an in-depth look at the recruiting picture of large metropolitan areas across the United States. This analysis shall evaluate segmentation trends for the market, recruiting hot-spots (based on segmentation data), media and lifestyle characteristics of key segment households, as well as the economic, health, political, and socio-demographic make-up of the area. This level of analysis shall be more detailed than that of the National Overview.

4.6 Provide an analysis of joint and Service-specific core segment media habits and outlets with the highest potential of generating leads and recruits. This analysis shall be based on previous FY accession performance and shall provide results and recommendations for print, television, radio, and web detailed in an executive note.

4.7 Supplement existing segmentation characteristics with Military-specific information on segments based upon JAMRS research (e.g., Ad Tracking, Youth Polls) in a Marketing Guide. The Marketing Guide shall provide military-related information about the attitudes and interests of youth and influencers within each segment, which shall ultimately allow DoD users to communicate more effectively with these groups. The Marketing Guide shall be available in electronic form as well as 30 printed booklets or

binders to distribute to recruiting command stakeholders. A technical report detailing the methodology used to integrate the various JAMRS research sources shall be included with the Marketing Guide.

4.8 Provide JAMRS with ad hoc data segmentation analyses, responses to individual Service requests, consultation on the segmentation system, and technical and methodological questions regarding market segmentation.

4.9 Provide JAMRS and the Services (i.e., Army, Navy, Marine Corps, Air Force, and Coast Guard) with data on pre-prospect youth's media usage and preferences collected from a non-government source. This data shall be nationally representative of the pre-prospect youth population (12 to 17 year olds) and should not involve a new data collection effort but rather the procurement of existing data from a third party source. The data shall be delivered in a software platform that allows for easy configuration and the capability to run basic analyses that include but are not limited to frequencies and cross tabulations.

4.10 Provide Monthly Status reports, which includes the status of relevant issues associated with each tasking and a description of the remaining work to be done on the task.

5.0 DELIVERABLES

Deliverable	Ref.	Delivery Date (on or about)
Kick-off meeting	Para 4.1	Within 1 week of award
Written summary of Kick-off meeting	Para 4.1	2 weeks following kick-off mtg
Segmentation System	Para 4.2	Deliverable schedule set during kick-off meeting
Coded Applicant and Accession Data	Para 4.3	15 April 2015
National Overview	Para 4.4	17 March 2016
Case Studies	Para 4.5	Throughout PoP (12 case studies in total)
Media Guide	Para 4.6	17 March 2016
Marketing Guide	Para 4.7	17 March 2016
Segmentation Ad-hoc requests	Para 4.8	Throughout PoP
Pre-Prospect Data	Para 4.9	30 March 2015
Monthly Status Report	Para 4.10	Monthly during PoP

252.232-7006 WIDE AREA WORKFLOW PAYMENT INSTRUCTIONS (MAY 2013)

(a) Definitions. As used in this clause--

Department of Defense Activity Address Code (DoDAAC) is a six position code that uniquely identifies a unit, activity, or organization.

Document type means the type of payment request or receiving report available for creation in Wide Area WorkFlow (WAWF).

Local processing office (LPO) is the office responsible for payment certification when payment certification is done external to the entitlement system.

(b) Electronic invoicing. The WAWF system is the method to electronically process vendor payment requests and receiving reports, as authorized by DFARS 252.232-7003, Electronic Submission of Payment Requests and Receiving Reports.

(c) WAWF access. To access WAWF, the Contractor shall--

(1) Have a designated electronic business point of contact in the System for Award Management at <https://www.acquisition.gov>; and

(2) Be registered to use WAWF at <https://wawf.eb.mil/> following the step-by-step procedures for self-registration available at this Web site.

(d) WAWF training. The Contractor should follow the training instructions of the WAWF Web-Based Training Course and use the Practice Training Site before submitting payment requests through WAWF. Both can be accessed by selecting the "Web Based Training" link on the WAWF home page at <https://wawf.eb.mil/>.

(e) WAWF methods of document submission. Document submissions may be via Web entry, Electronic Data Interchange, or File Transfer Protocol.

(f) WAWF payment instructions. The Contractor must use the following information when submitting payment requests and receiving reports in WAWF for this contract/order:

(1) Document type. The Contractor shall use the following document type(s).

Invoice and Receiving Report (Combo)

(2) Inspection/acceptance location. The Contractor shall select the following inspection/acceptance location(s) in WAWF, as specified by the contracting officer.

Inspection location: Destination
Acceptance location: Destination

(3) Document routing. The Contractor shall use the information in the Routing Data Table below only to fill in applicable fields in WAWF when creating payment requests and receiving reports in the system.

Routing Data Table*

Field Name in WAWF	Data to be entered in WAWF
Pay Official DoDAAC	HQ0131
Issue By DoDAAC	H98210
Admin DoDAAC	H98210
Inspect By DoDAAC	HQ0584
Ship To Code	_____
Ship From Code	_____
Mark For Code	_____
Service Approver (DoDAAC)	HQ0584
Service Acceptor (DoDAAC)	HQ0584
Accept at Other DoDAAC	_____
LPO DoDAAC	_____
DCAA Auditor DoDAAC	_____
Other DoDAAC(s)	_____

(4) Payment request and supporting documentation. The Contractor shall ensure a payment request includes appropriate contract line item and subline item descriptions of the work performed or supplies delivered, unit price/cost per unit, fee (if applicable), and all relevant back-up documentation, as defined in DFARS Appendix F, (e.g. timesheets) in support of each payment request.

(5) WAWF email notifications. The Contractor shall enter the email address identified below in the "Send Additional Email Notifications" field of WAWF once a document is submitted in the system.

(b)(6)

(g) WAWF point of contact. (1) The Contractor may obtain clarification regarding invoicing in WAWF from the following contracting activity's WAWF point of contact.

WAWF POC: (b)(6)

(2) For technical WAWF help, contact the WAWF helpdesk at 866-618-5988.

(End of clause)

AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT				1. CONTRACT ID CODE	PAGE OF PAGES	
				J	1	2
2. AMENDMENT/MODIFICATION NO. 01	3. EFFECTIVE DATE 26-Aug-2016	4. REQUISITION/PURCHASE REQ. NO. HQ058450750001000		5. PROJECT NO.(If applicable)		
6. ISSUED BY DEFENSE HUMAN RESOURCES ACTIVITY 4800 MARK CENTER DRIVE, (b)(6) ALEXANDRIA VA 22350-4000		CODE H98210	7. ADMINISTERED BY (If other than item 6) See Item 6		CODE	
8. NAME AND ADDRESS OF CONTRACTOR (No., Street, County, State and Zip Code) FORS MARSH GROUP LLC (b)(6) 1010 N. GLEBE RD, STE 510 ARLINGTON VA 22201-5761				9A. AMENDMENT OF SOLICITATION NO.		
				9B. DATED (SEE ITEM 11)		
				X	10A. MOD. OF CONTRACT/ORDER NO. H98210-15-D-0001-0004	
				X	10B. DATED (SEE ITEM 13) 01-Apr-2015	
CODE 360C2		FACILITY CODE				
11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS						
<input type="checkbox"/> The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of offer <input type="checkbox"/> is extended, <input type="checkbox"/> is not extended. <p>Offer must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or as amended by one of the following methods: (a) By completing Items 8 and 15, and returning _____ copies of the amendment; (b) By acknowledging receipt of this amendment on each copy of the offer submitted; or (c) By separate letter or telegram which includes a reference to the solicitation and amendment numbers. FAILURE OF YOUR ACKNOWLEDGMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER. If by virtue of this amendment you desire to change an offer already submitted, such change may be made by telegram or letter, provided each telegram or letter makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.</p>						
12. ACCOUNTING AND APPROPRIATION DATA (If required) See Schedule						
13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACT ORDERS. IT MODIFIES THE CONTRACT/ORDER NO. AS DESCRIBED IN ITEM 14.						
A. THIS CHANGE ORDER IS ISSUED PURSUANT TO: (Specify authority) THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDER NO. IN ITEM 10A.						
B. THE ABOVE NUMBERED CONTRACT/ORDER IS MODIFIED TO REFLECT THE ADMINISTRATIVE CHANGES (such as changes in paying office, appropriation date, etc.) SET FORTH IN ITEM 14, PURSUANT TO THE AUTHORITY OF FAR 43.103(B).						
C. THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO PURSUANT TO AUTHORITY OF:						
X D. OTHER (Specify type of modification and authority) Bilateral per mutual agreement of parties.						
E. IMPORTANT: Contractor <input type="checkbox"/> is not, <input checked="" type="checkbox"/> is required to sign this document and return <u>1</u> copies to the issuing office.						
14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by UCF section headings, including solicitation/contract subject matter where feasible.) Modification Control Number: (b)(4);(b)(3);10 USC § 2305(a) The purpose of this modification is to de-obligate excess funds against CLIN 0002 due to the contractor taking fewer trips than anticipated to perform the contract. See Summary of Changes.						
Except as provided herein, all terms and conditions of the document referenced in Item 9A or 10A, as heretofore changed, remains unchanged and in full force and effect.						
15A. NAME AND TITLE OF SIGNER (Type or print)				16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print)		
				(b)(6) CONTRACTING OFFICER		
				TEL: _____ EMAIL: (b)(6)		
15B. CONTRACTOR/OFFEROR		15C. DATE SIGNED		16B. UNITED STATES OF AMERICA		16C. DATE SIGNED
(Signature of person authorized to sign)				(b)(6)		24-Aug-2016
				BY (Signature of Contracting Officer)		

SECTION SF 30 BLOCK 14 CONTINUATION PAGE

SUMMARY OF CHANGES

SECTION SF 1449 - CONTINUATION SHEET

SOLICITATION/CONTRACT FORM

The total cost of this contract was decreased by \$5,846.29 from \$1,466,431.24 to \$1,460,584.95.

The 'administered by' organization has changed from

DEFENSE HUMAN RESOURCES ACTIVITY
4800 MARK CENTER DRIVE,

(b)(6)

ALEXANDRIA VA 22350-1300

to

DEFENSE HUMAN RESOURCES ACTIVITY
4800 MARK CENTER DRIVE,

(b)(6)

ALEXANDRIA VA 22350-4000

SUPPLIES OR SERVICES AND PRICES

CLIN 0002

The estimated/max cost has decreased by \$5,846.29 from \$8,823.33 to \$2,977.04.

The total cost of this line item has decreased by \$5,846.29 from \$8,823.33 to \$2,977.04.

ACCOUNTING AND APPROPRIATION

Summary for the Payment Office

As a result of this modification, the total funded amount for this document was decreased by \$5,846.29 from \$1,466,431.24 to \$1,460,584.95.

CLIN 0002:

AA: 9750100 7301 001 86001 2527 QD H5A5 HQ058450750001 033181 (CIN HQ0584507500010000002)
was decreased by \$5,846.29 from \$8,823.33 to \$2,977.04

(End of Summary of Changes)

AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT			1. CONTRACT ID CODE	PAGE OF PAGES	
			J	1	4
2. AMENDMENT/MODIFICATION NO. P00003	3. EFFECTIVE DATE 21-Oct-2016	4. REQUISITION/PURCHASE REQ. NO. HQ058440090001000		5. PROJECT NO.(If applicable)	
6. ISSUED BY DEFENSE HUMAN RESOURCES ACTIVITY 4800 MARK CENTER DRIVE, (b)(6) ALEXANDRIA VA 22350-4000	CODE H98210	7. ADMINISTERED BY (If other than item 6) See Item 6			
8. NAME AND ADDRESS OF CONTRACTOR (No., Street, County, State and Zip Code) EORS MARSH GROUP LLC (b)(6) 1010 N. GLEBE RD, STE 510 ARLINGTON VA 22201-5761			9A. AMENDMENT OF SOLICITATION NO.		
			9B. DATED (SEE ITEM 11)		
			X 10A. MOD. OF CONTRACT/ORDER NO. H98210-15-D-0001		
			X 10B. DATED (SEE ITEM 13) 15-Dec-2014		
CODE 360C2	FACILITY CODE				
11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS					
<input type="checkbox"/> The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of offer <input type="checkbox"/> is extended, <input type="checkbox"/> is not extended.					
<p>Offer must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or as amended by one of the following methods:</p> <p>(a) By completing Items 8 and 15, and returning _____ copies of the amendment; (b) By acknowledging receipt of this amendment on each copy of the offer submitted; or (c) By separate letter or telegram which includes a reference to the solicitation and amendment numbers. FAILURE OF YOUR ACKNOWLEDGMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER. If by virtue of this amendment you desire to change an offer already submitted, such change may be made by telegram or letter, provided each telegram or letter makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.</p>					
12. ACCOUNTING AND APPROPRIATION DATA (If required)					
13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACT ORDERS. IT MODIFIES THE CONTRACT/ORDER NO. AS DESCRIBED IN ITEM 14.					
A. THIS CHANGE ORDER IS ISSUED PURSUANT TO: (Specify authority) THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDER NO. IN ITEM 10A.					
X B. THE ABOVE NUMBERED CONTRACT/ORDER IS MODIFIED TO REFLECT THE ADMINISTRATIVE CHANGES (such as changes in paying office, appropriation date, etc.) SET FORTH IN ITEM 14, PURSUANT TO THE AUTHORITY OF FAR 43.103(B).					
C. THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO PURSUANT TO AUTHORITY OF:					
D. OTHER (Specify type of modification and authority)					
E. IMPORTANT: Contractor <input checked="" type="checkbox"/> is not, <input type="checkbox"/> is required to sign this document and return _____ copies to the issuing office.					
14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by UCF section headings, including solicitation/contract subject matter where feasible.) Modification Control Number: (b)(4);(b)(3):10 The purpose of this modification is to change the payment office from DFAS to DA. As a result: 1. The DoDAAC in block 18a of the SF 1449 is changed from HQ0131 to HQ0790. The paying office address is changed to: DA/DHRA-ACCOUNTS PAYABLE DIRECTORATE P.O. BOX 183140 COLUMBUS OH, 43218-3140 2. The fiscal Station Code in the lines of accounting is changed from 033181 to 012147. 3. DFARS Clause 252.232-7006, Wide Area Workflow Payment instructions is changed to HQ0790 as the paying office. See summary of changes.					
Except as provided herein, all terms and conditions of the document referenced in Item 9A or 10A, as heretofore changed, remains unchanged and in full force and effect.					
15A. NAME AND TITLE OF SIGNER (Type or print)			16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print)		
			(b)(6) CONTRACT SPECIALIST		
			TEL: (b)(6)		EMAIL: (b)(6)
15B. CONTRACTOR/OFFEROR		15C. DATE SIGNED		16B. UNITED STATES OF AMERICA	
(Signature of person authorized to sign)				BY (b)(6)	
				(Signature of Contracting Officer)	
				21-Oct-2016	

SECTION SF 30 BLOCK 14 CONTINUATION PAGE

SUMMARY OF CHANGES

SECTION SF 1449 - CONTINUATION SHEET

SOLICITATION/CONTRACT FORM

The 'issued by' organization has changed from
DEFENSE HUMAN RESOURCES ACTIVITY
4800 MARK CENTER DRIVE,

(b)(6)

ALEXANDRIA VA 22350-1300

to

DEFENSE HUMAN RESOURCES ACTIVITY
4800 MARK CENTER DRIVE,

(b)(6)

ALEXANDRIA VA 22350-4000

The 'mail invoices to the address shown in block' field has changed from 1 to 0.

The 'administered by' organization has changed from
DEFENSE HUMAN RESOURCES ACTIVITY
4800 MARK CENTER DRIVE,

(b)(6)

ALEXANDRIA VA 22350-1300

to

DEFENSE HUMAN RESOURCES ACTIVITY
4800 MARK CENTER DRIVE,

(b)(6)

ALEXANDRIA VA 22350-4000

The 'Payment will be made by' organization has changed from

DFAS COLUMBUS CENTER

DFAS-CO/JAQ

ATTN : CAPSW/OR P2

PO BOX 369016

COLUMBUS OH 43236-9016

to

DFAS COLUMBUS CENTER

DAI/DHRA - ACCOUNTS PAYABLE DIRECTORATE

PO BOX 183140

COLUMBUS OH 43218-3140

The following have been modified:

252.232-7006 WIDE AREA WORKFLOW PAYMENT INSTRUCTIONS (MAY 2013)

(a) Definitions. As used in this clause--

Department of Defense Activity Address Code (DoDAAC) is a six position code that uniquely identifies a unit, activity, or organization.

Document type means the type of payment request or receiving report available for creation in Wide Area WorkFlow (WAWF).

Local processing office (LPO) is the office responsible for payment certification when payment certification is done external to the entitlement system.

(b) Electronic invoicing. The WAWF system is the method to electronically process vendor payment requests and receiving reports, as authorized by DFARS 252.232-7003, Electronic Submission of Payment Requests and Receiving Reports.

(c) WAWF access. To access WAWF, the Contractor shall--

(1) Have a designated electronic business point of contact in the System for Award Management at <https://www.acquisition.gov>; and

(2) Be registered to use WAWF at <https://wawf.eb.mil/> following the step-by-step procedures for self-registration available at this Web site.

(d) WAWF training. The Contractor should follow the training instructions of the WAWF Web-Based Training Course and use the Practice Training Site before submitting payment requests through WAWF. Both can be accessed by selecting the "Web Based Training" link on the WAWF home page at <https://wawf.eb.mil/>.

(e) WAWF methods of document submission. Document submissions may be via Web entry, Electronic Data Interchange, or File Transfer Protocol.

(f) WAWF payment instructions. The Contractor must use the following information when submitting payment requests and receiving reports in WAWF for this contract/order:

(1) Document type. The Contractor shall use the following document type(s).

Invoice and Receiving Report (Combo)

(2) Inspection/acceptance location. The Contractor shall select the following inspection/acceptance location(s) in WAWF, as specified by the contracting officer.

Inspection location: Destination

Acceptance location: Destination

(3) Document routing. The Contractor shall use the information in the Routing Data Table below only to fill in applicable fields in WAWF when creating payment requests and receiving reports in the system.

Routing Data Table*

Field Name in WAWF	Data to be entered in WAWF
Pay Official DoDAAC	HQ0790
Issue By DoDAAC	H98210
Admin DoDAAC	H98210
Inspect By DoDAAC	HQ0584
Ship To Code	---
Ship From Code	---

Mark For Code	_____
Service Approver (DoDAAC)	HQ0584
Service Acceptor (DoDAAC)	HQ0584
Accept at Other DoDAAC	_____
LPO DoDAAC	_____
DCAA Auditor DoDAAC	_____
Other DoDAAC(s)	_____

(4) Payment request and supporting documentation. The Contractor shall ensure a payment request includes appropriate contract line item and subline item descriptions of the work performed or supplies delivered, unit price/cost per unit, fee (if applicable), and all relevant back-up documentation, as defined in DFARS Appendix F, (e.g. timesheets) in support of each payment request.

(5) WAWF email notifications. The Contractor shall enter the email address identified below in the "Send Additional Email Notifications" field of WAWF once a document is submitted in the system.

(b)(6)

(g) WAWF point of contact. (1) The Contractor may obtain clarification regarding invoicing in WAWF from the following contracting activity's WAWF point of contact.

WAWF POC (b)(6)

(2) For technical WAWF help, contact the WAWF helpdesk at 866-618-5988.

(End of clause)

(End of Summary of Changes)

2. CONTRACT NO.
 H98210-15-D-0001

3. AWARD/EFFECTIVE DATE
 01-Apr-2015

4. ORDER NUMBER
 0004

5. SOLICITATION NUMBER

6. SOLICITATION ISSUE DATE

7. FOR SOLICITATION INFORMATION CALL:

a. NAME

b. TELEPHONE NUMBER (No Collect Calls)

8. OFFER DUE DATE/LOCAL TIME

9. ISSUED BY
 DEFENSE HUMAN RESOURCES ACTIVITY
 4800 MARK CENTER DRIVE.
 (b)(6)
 ALEXANDRIA VA 22350-4000

CODE H98210

10. THIS ACQUISITION IS
 UNRESTRICTED OR SET ASIDE: _____ % FOR:
 SMALL BUSINESS
 WOMEN-OWNED SMALL BUSINESS (WOSB)
 HUBZONE SMALL BUSINESS
 ECONOMICALLY DISADVANTAGED WOMEN-OWNED SMALL BUSINESS (EDWOSB)
 SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS
 8(A)
 NAICS: 541910
 SIZE STANDARD: \$14,000,000

TEL:
 FAX:

11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED
 SEE SCHEDULE

12. DISCOUNT TERMS
 Net 30

13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700)

13b. RATING

14. METHOD OF SOLICITATION
 RFO IFB RFP

15. DELIVER TO
 JOINT ADVERT. MKT. RES. STUDIES (JAMRS)
 (b)(6)
 1919 SOUTH LEADS STREET SUITE 100
 ARLINGTON VA 22202

CODE HQ0584

16. ADMINISTERED BY
 DEFENSE HUMAN RESOURCES ACTIVITY
 4800 MARK CENTER DRIVE,
 SUITE 07G12
 ALEXANDRIA VA 22350-1300

CODE H98210

17a. CONTRACTOR/OFFEROR
 FORS MARSH GROUP LLC
 (b)(6)
 1010 N. GLEBE RD, STE 510
 ARLINGTON VA 22201-5761

CODE 360C2

FACILITY CODE

18a. PAYMENT WILL BE MADE BY
 DFAS COLUMBUS CENTER
 DFAS-CO/JAQ
 ATTN: CAPSW/OR P2
 PO BOX 369016
 COLUMBUS OH 43236-9016

CODE HQ0131

17b. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER

18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a. UNLESS BLOCK BELOW IS CHECKED SEE ADDENDUM

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
SEE SCHEDULE					

25. ACCOUNTING AND APPROPRIATION DATA
See Schedule

26. TOTAL AWARD AMOUNT (For Govt. Use Only)
\$1,466,431.24

27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1. 52.212-4. FAR 52.212-3. 52.212-5 ARE ATTACHED. ADDENDA ARE ARE NOT ATTACHED

27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4. FAR 52.212-5 IS ATTACHED. ADDENDA ARE ARE NOT ATTACHED

28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN 0 COPIES TO ISSUING OFFICE. CONTRACTOR AGREES TO FURNISH AND DELIVER ALL ITEMS SET FORTH OR OTHERWISE IDENTIFIED ABOVE AND ON ANY ADDITIONAL SHEETS SUBJECT TO THE TERMS AND CONDITIONS SPECIFIED.

29. AWARD OF CONTRACT: REF. Technical and Price Proposal OFFER DATED 23-Mar-2015. YOUR OFFER ON SOLICITATION (BLOCK 5), INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN, IS ACCEPTED AS TO ITEMS: SEE SCHEDULE

30a. SIGNATURE OF OFFEROR/CONTRACTOR

31a. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER)
 (b)(6)

30b. NAME AND TITLE OF SIGNER
 (TYPE OR PRINT)

30c. DATE SIGNED

31b. NAME OF CONTRACTING OFFICER (TYPE OR PRINT)
 (b)(6) Contracting Officer

31c. DATE SIGNED
 31-Mar-2015

TEL:
 EMAIL (b)(6)

**SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS
(CONTINUED)**

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
<p>SEE SCHEDULE</p>					

32a. QUANTITY IN COLUMN 21 HAS BEEN
 RECEIVED INSPECTED ACCEPTED, AND CONFORMS TO THE CONTRACT, EXCEPT AS NOTED: _____

32b. SIGNATURE OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32c. DATE	32d. PRINTED NAME AND TITLE OF AUTHORIZED GOVERNMENT REPRESENTATIVE
--	-----------	---

32e. MAILING ADDRESS OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32f. TELEPHONE NUMBER OF AUTHORIZED GOVERNMENT REPRESENTATIVE
	32g. E-MAIL OF AUTHORIZED GOVERNMENT REPRESENTATIVE

33. SHIP NUMBER <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	34. VOUCHER NUMBER	35. AMOUNT VERIFIED CORRECT FOR	36. PAYMENT <input type="checkbox"/> COMPLETE <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	37. CHECK NUMBER
--	--------------------	---------------------------------	--	------------------

38. S/R ACCOUNT NUMBER	39. S/R VOUCHER NUMBER	40. PAID BY
------------------------	------------------------	-------------

41a. I CERTIFY THIS ACCOUNT IS CORRECT AND PROPER FOR PAYMENT	42a. RECEIVED BY <i>(Print)</i>		
41b. SIGNATURE AND TITLE OF CERTIFYING OFFICER	41c. DATE	42b. RECEIVED AT <i>(Location)</i>	
		42c. DATE REC'D <i>(YY/MM/DD)</i>	42d. TOTAL CONTAINERS

Section SF 1449 - CONTINUATION SHEET

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
0001	Survey Services and Market Research FFP FOB: Destination PURCHASE REQUEST NUMBER: HQ058450750001000	1,457,607.91	Each	\$1.00	\$1,457,607.91
					NET AMT
					\$1,457,607.91
ACRN AA CIN: HQ0584507500010000001					\$1,457,607.91

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
0002	Travel COST Not to Exceed \$8,823.33 FOB: Destination PURCHASE REQUEST NUMBER: HQ058450750001000				\$8,823.33
					ESTIMATED COST
					\$8,823.33
ACRN AA CIN: HQ0584507500010000002					\$8,823.33

DELIVERY INFORMATION

CLIN	DELIVERY DATE	QUANTITY	SHIP TO ADDRESS	UIC
0001	POP 01-APR-2015 TO 31-MAR-2016	N/A	JOINT ADVERT, MKT RES, STUDIES (JAMRS) (b)(6) 1919 SOUTH EADS STREET SUITE 100 ARLINGTON VA 22202 (b)(6) FOB: Destination	HQ0584

0002	POP 01-APR-2015 TO 31-MAR-2016	N/A	(SAME AS PREVIOUS LOCATION) FOB: Destination	HQ0584
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ACCOUNTING AND APPROPRIATION DATA

AA: 9750100 7301 001 86001 2527 QD H5A5 HQ058450750001 033181
 AMOUNT: \$1,466,431.24
 CIN HQ0584507500010000001: \$1,457,607.91
 CIN HQ0584507500010000002: \$8,823.33

INSPECTION AND ACCEPTANCE TERMS

Supplies/services will be inspected/accepted at:

CLIN	INSPECT AT	INSPECT BY	ACCEPT AT	ACCEPT BY
0001	Destination	Government	Destination	Government
0002	Destination	Government	Destination	Government

Administrative - Points of Contact:

Contract Specialist:

(b)(6)



(b)(6)



**Performance Work Statement
 JAMRS FY15 Advertising Tracking Study**

1.0 INTRODUCTION

The Joint Advertising Tracking Study is one of JAMRS' core projects. Through this study, JAMRS provides DoD, as well as each of the military Services and Components with a measure of the effectiveness of their advertising efforts. The three target audiences for the study are: 1) military recruiting targets aged 16-24; 2) adult influencers with a son, daughter or other direct contact with a youth aged 12-21; and 3) reserve component targets aged 17-35.

2.0 BACKGROUND

JAMRS is an official DoD program for joint marketing communications and market research and studies. Its mission is to measure and help broaden people's understanding of military service as a career option, and its programs help bolster the effectiveness of all the Services' recruiting and retention efforts. One of JAMRS' core functions is to perform market and recruiting studies in order to provide valuable resources to recruiting professionals across all branches of the Military and agencies of the Department of Defense (DoD).

Due to its status as a joint-level program, JAMRS is able to provide a single, centralized, independent, and cost-effective advertising measurement solution. The Joint Advertising Tracking System:

- Tracks awareness of and reactions to the advertising campaigns (including ads, ad slogans, and Web sites) of the various branches of the Military and JAMRS.
- Tracks perceptions of the imagery associated with the various military branches.
- Tracks interest in joining (among potential recruits) and likelihood of encouraging others to join (among influencers) and relates these findings to other metrics in the study.
- Provides results that are used to understand youth awareness of and attitudes toward advertising, and general perceptions of the Services.
- Provides metrics used by some Services and by JAMRS to evaluate advertising agencies.

3.0 SCOPE

The Contractor shall provide all personnel, equipment, materials and other items necessary to perform market research and survey services with regards to Advertising Tracking Study.

4.0 REQUIREMENTS

The Contractor shall:

- 4.1 Attend a kickoff meeting in Arlington, Va. The purpose of the kickoff meeting is to clarify JAMRS' objectives and to discuss how the Contractor will address those objectives. The Contractor shall provide JAMRS a written summary of the kick-off meeting discussion along with a plan for research.
- 4.2 Ensure all survey instruments and study protocols are compliant with the Office of the Under Secretary of Defense for Personnel and Readiness (OUSD P&R) Research Regulatory Oversight Office (R2O2) and all personnel involved with the study are up to date on human subjects research and ethics training. Furthermore, provide JAMRS personnel with a complete study

protocol package will all necessary information and documentation to be submitted to the Government's R2O2 office for review and determination.

- 4.3 Conduct continuously fielding surveys of three defined target audience segments beginning on 1 April 2015 using samples of nationally representative respondents. The sample shall be random and large enough using probability sampling techniques so that data may be weighted to the national population and provide meaningful standard error estimates. The samples shall be weighted to the national population. The data shall be weighted on demographic variables such as race, age, gender, education and region. The Contractor shall adhere to the following survey specifications:
 - 4.3.1 Continuously field three separate surveys among three sub populations of interest: 1) a Military Recruiting population targeting 16-24 year old youth, 2) an Adult Influencer population targeting mothers, fathers, and other key influencers of youth, and 3) a Reserves Component sample targeting individuals in the US population age 17 to 35. The data for each of the three surveys shall be aggregated into four 'waves' which shall be defined by calendar year quarter (i.e., Jan-Mar, Apr-Jun, Jul-Sep, Oct-Dec).
 - 4.3.2 Military recruiting sample: Collect data from an average of at least 1500 respondents age 16-24 per wave. The data shall be collected and weighted so that it can be generalizable to males and females in addition to (although not simultaneously with) White, Black, and Hispanic youth within this population. Currently, the sample for the Military recruiting target is randomly drawn from respondents to DoD Youth Polls which is available from the JAMRS.
 - 4.3.3 Adult influencer sample: Collect data from an average of at least 925 influencers of youth age 12-21 per wave. Respondents should primarily consist of mothers and fathers, such that mother and father splits can be reliably reported on each wave as well as parents of daughters and parents of sons splits. In addition, an adequate number of grandparents as well as other influencers including relatives, teachers, and guidance counselors, shall be adequately represented in the sample each quarter to be able to report reliable estimates for these groups each quarter. The data shall be collected and weighted so that it can be generalizable to males and females within this population.
 - 4.3.4 Reserve Component sample: Collect data from at least 750 persons aged 17 to 35 per wave. The data shall be collected and weighted so that it can be generalizable to males and females within this population. In addition, the data shall be weighted to include one percent of respondents currently serving and three percent of respondents who previously served in the Military.
- 4.4 Modify and format the previous questionnaires as appropriate for conducting the survey and submit the formatted questionnaires to JAMRS for review approximately five working days prior to the beginning of each calendar year quarter.
- 4.5 Deliver via email or other mutually agreeable electronic means (e.g., CD-ROM) to JAMRS complete datasets for each of the three surveys, including appropriate weights from each sample of interest, quarterly in SPSS format. The SPSS datasets shall be made in a manner that is consistent with all previous waves of administration. This includes variable names, variable labels, values, and value labels that are consistent across quarters and with the questionnaire.
- 4.6 Deliver via email or other mutually agreeable electronic means (e.g., CD-ROM) aggregated datasets for each survey that contain the weighted data collected from the current calendar year quarter as well as data collected from previous quarters of the study.

- 4.7 Create and deliver via email or other electronic means (e.g., CD-ROM) quarterly annotated questionnaires that link questionnaire items with variables and values in the SPSS survey database and shall include and document any administrative items included in the database (such as wave number, date of survey, etc.).
- 4.8 Create and deliver via email or other electronic means (e.g., CD-ROM) quarterly briefing decks of the data and analysis generated throughout the Period of Performance (PoP). One briefing deck per calendar year quarter shall be developed for JAMRS, one briefing deck shall be developed summarizing findings on Influencers. Five decks shall be developed, one for each of the five active duty Services, based primarily on the Military Recruiting target sample. Five decks shall be developed, one for each of the Reserve and Guard Components, based primarily on the Reserve Component target sample. The briefing decks shall start with data collected from the last quarter of the incumbent contract and continue through the next to last quarter collected under this contract. Each briefing deck is typically 40 slides in length, depending on the audience.
- 4.9 Provide JAMRS with ad hoc analyses and consultation of data and layout of results as well as methodological and other questions regarding the study.
- 4.10 Document the sampling, data collection, weighting and analytic procedures for each wave in a Technical Report to be delivered quarterly.
- 4.11 Provide the Government with a Monthly Status report, which includes the status of relevant issues associated with each tasking and a description of the remaining work to be done on the task.

5.0 DELIVERABLES

Deliverable	Ref.	Delivery Date (on or about)
Kick-off meeting	Para 4.1	1 April 2015
Written summary of Kick-off meeting	Para 4.1	Two weeks after kick-off meeting
Formatted Questionnaires	Para 4.4	Five working days prior to the beginning of each calendar year quarter (i.e., Jan-Mar, Apr-Jun, Jul-Sep, Oct-Dec).
Weighted Dataset	Para 4.5	Ten working days after the end of each calendar year quarter
Aggregated Dataset	Para 4.6	Fifteen working days after the end of each calendar year quarter.
Annotated Questionnaire	Para 4.7	Fifteen working days after the end of each calendar year quarter
Quarterly Briefing Decks	Para 4.8	Two months after the quarterly fielding period

Deliverable	Ref.	Delivery Date (on or about)
Technical Report	Para 4.10	Three months after the quarterly fielding period
Ad Hoc Analyses	Para 4.9	As required throughout PoP
Monthly Status Report	Para 4.11	Monthly during PoP

6.0 CONTRACTOR TRAVEL

The Contractor shall be required to travel to various CONUS locations during the performance of this task order to present results of the study to each of the Services and Components on a quarterly basis (for four calendar year quarters). All travel requires Government prior approval.

Estimated travel for data collected between April 2015 through March 2016 is as follows:

- One (1) one-day round-trip of one (1) contractor personnel from Arlington, VA to Atlanta, GA.
- Four (4) two-day round-trip of one (1) contractor personnel from Arlington, VA to Memphis, TN.
- Four (4) two-day round-trip of one (1) contractor personnel from Arlington, VA to San Antonio, TX.

CLAUSES INCORPORATED BY FULL TEXT

252.232-7006 WIDE AREA WORKFLOW PAYMENT INSTRUCTIONS (MAY 2013)

(a) Definitions. As used in this clause--

Department of Defense Activity Address Code (DoDAAC) is a six position code that uniquely identifies a unit, activity, or organization.

Document type means the type of payment request or receiving report available for creation in Wide Area WorkFlow (WAWF).

Local processing office (LPO) is the office responsible for payment certification when payment certification is done external to the entitlement system.

(b) Electronic invoicing. The WAWF system is the method to electronically process vendor payment requests and receiving reports, as authorized by DFARS 252.232-7003, Electronic Submission of Payment Requests and Receiving Reports.

(c) WAWF access. To access WAWF, the Contractor shall--

- (1) Have a designated electronic business point of contact in the System for Award Management at <https://www.acquisition.gov>; and
- (2) Be registered to use WAWF at <https://wawf.eb.mil/> following the step-by-step procedures for self-registration available at this Web site.
- (d) WAWF training. The Contractor should follow the training instructions of the WAWF Web-Based Training Course and use the Practice Training Site before submitting payment requests through WAWF. Both can be accessed by selecting the "Web Based Training" link on the WAWF home page at <https://wawf.eb.mil/>.
- (e) WAWF methods of document submission. Document submissions may be via Web entry, Electronic Data Interchange, or File Transfer Protocol.
- (f) WAWF payment instructions. The Contractor must use the following information when submitting payment requests and receiving reports in WAWF for this contract/order:
- (1) Document type. The Contractor shall use the following document type(s).

Invoice and Receiving Report (Combo)

- (2) Inspection/acceptance location. The Contractor shall select the following inspection/acceptance location(s) in WAWF, as specified by the contracting officer.

Inspection location: Destination
Acceptance location: Destination

- (3) Document routing. The Contractor shall use the information in the Routing Data Table below only to fill in applicable fields in WAWF when creating payment requests and receiving reports in the system.

Routing Data Table*

Field Name in WAWF	Data to be entered in WAWF
Pay Official DoDAAC	HQ0131
Issue By DoDAAC	H98210
Admin DoDAAC	H98210
Inspect By DoDAAC	HQ0584
Ship To Code	_____
Ship From Code	_____
Mark For Code	_____
Service Approver (DoDAAC)	HQ0584
Service Acceptor (DoDAAC)	HQ0584
Accept at Other DoDAAC	_____
LPO DoDAAC	_____
DCAA Auditor DoDAAC	_____
Other DoDAAC(s)	_____

(4) Payment request and supporting documentation. The Contractor shall ensure a payment request includes appropriate contract line item and subline item descriptions of the work performed or supplies delivered, unit price/cost per unit, fee (if applicable), and all relevant back-up documentation, as defined in DFARS Appendix F, (e.g. timesheets) in support of each payment request.

(5) WAWF email notifications. The Contractor shall enter the email address identified below in the "Send Additional Email Notifications" field of WAWF once a document is submitted in the system.

(b)(6)

(g) WAWF point of contact. (1) The Contractor may obtain clarification regarding invoicing in WAWF from the following contracting activity's WAWF point of contact.

WAWF POC: (b)(6)

(2) For technical WAWF help, contact the WAWF helpdesk at 866-618-5988.

(End of clause)

AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT			1. CONTRACT ID CODE	PAGE OF PAGES	
			J	1	2
2. AMENDMENT/MODIFICATION NO. 01	3. EFFECTIVE DATE 29-Apr-2015	4. REQUISITION/PURCHASE REQ. NO. H9820150980003000		5. PROJECT NO.(If applicable)	
6. ISSUED BY DEFENSE HUMAN RESOURCES ACTIVITY 4800 MARK CENTER DRIVE, (b)(6) ALEXANDRIA VA 22350-4000	CODE H98210	7. ADMINISTERED BY (If other than item 6) DEFENSE HUMAN RESOURCES ACTIVITY 4800 MARK CENTER DRIVE, (b)(6) ALEXANDRIA VA 22350-1300		CODE H98210	
8. NAME AND ADDRESS OF CONTRACTOR (No., Street, County, State and Zip Code) EORS MARSH GROUP, LLC (b)(6) 1010 N. GLEBE RD, STE 510 ARLINGTON VA 22201-5761			9A. AMENDMENT OF SOLICITATION NO.		
			9B. DATED (SEE ITEM 11)		
			X	10A. MOD. OF CONTRACT/ORDER NO. H98210-15-D-0001-0005	
			X	10B. DATED (SEE ITEM 13) 29-Apr-2015	
CODE 360C2	FACILITY CODE				
11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS					
<input type="checkbox"/> The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of Offer <input type="checkbox"/> is extended. <input type="checkbox"/> is not extended. <p>Offer must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or as amended by one of the following methods: (a) By completing Items 8 and 15, and returning _____ copies of the amendment; (b) By acknowledging receipt of this amendment on each copy of the offer submitted; or (c) By separate letter or telegram which includes a reference to the solicitation and amendment numbers. FAILURE OF YOUR ACKNOWLEDGMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER. If by virtue of this amendment you desire to change an offer already submitted, such change may be made by telegram or letter, provided each telegram or letter makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.</p>					
12. ACCOUNTING AND APPROPRIATION DATA (If required)					
13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACT/ORDERS. IT MODIFIES THE CONTRACT/ORDER NO. AS DESCRIBED IN ITEM 14.					
A. THIS CHANGE ORDER IS ISSUED PURSUANT TO: (Specify authority) THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDER NO. IN ITEM 10A.					
X	B. THE ABOVE NUMBERED CONTRACT/ORDER IS MODIFIED TO REFLECT THE ADMINISTRATIVE CHANGES (such as changes in paying office, appropriation date, etc.) SET FORTH IN ITEM 14, PURSUANT TO THE AUTHORITY OF FAR 43.103(B).				
C. THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO PURSUANT TO AUTHORITY OF:					
D. OTHER (Specify type of modification and authority)					
E. IMPORTANT: Contractor <input checked="" type="checkbox"/> is not, <input type="checkbox"/> is required to sign this document and return _____ copies to the issuing office.					
14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by UCF section headings, including solicitation/contract subject matter where feasible.) Modification Control Number: (b)(4):(b)(3):10 The purpose of this modification is to correct the Period of Performance on CLIN 0002.					
Except as provided herein, all terms and conditions of the document referenced in Item 9A or 10A, as heretofore changed, remains unchanged and in full force and effect.					
15A. NAME AND TITLE OF SIGNER (Type or print)			16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print)		
			(b)(6) CONTRACT SPECIALIST		
			TEL: (b)(6)		EMAIL: (b)(6)
15B. CONTRACTOR/OFFEROR	15C. DATE SIGNED	16B. UNITED STATES OF AMERICA		16C. DATE SIGNED	
(Signature of person authorized to sign)		BY (b)(6)		27-Apr-2015	
		(Signature of Contracting Officer)			

SECTION SF 30 BLOCK 14 CONTINUATION PAGE

SUMMARY OF CHANGES

SECTION SF 1449 - CONTINUATION SHEET

DELIVERIES AND PERFORMANCE

The following Delivery Schedule item for CLIN 0002 has been changed from:

DELIVERY DATE	QUANTITY	SHIP TO ADDRESS	UIC
POP 29-SEP-2015 TO 28-SEP-2016	N/A	JOINT ADVERT, MKT RES, STUDIES (JAMRS) (b)(6) 1919 SOUTH EADS STREET SUITE 100 ARLINGTON VA 22202 (b)(6) FOB: Destination	HQ0584

To:

DELIVERY DATE	QUANTITY	SHIP TO ADDRESS	UIC
POP 29-APR-2015 TO 28-APR-2016	N/A	JOINT ADVERT, MKT RES, STUDIES (JAMRS) (b)(6) 1919 SOUTH EADS STREET SUITE 100 ARLINGTON VA 22202 (b)(6) FOB: Destination	HQ0584

(End of Summary of Changes)

AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT			1. CONTRACT ID CODE	PAGE OF PAGES	
			J	1	4
2. AMENDMENT/MODIFICATION NO. 02	3. EFFECTIVE DATE 11-Nov-2016	4. REQUISITION/PURCHASE REQ. NO. H9820150980003000		5. PROJECT NO.(If applicable)	
6. ISSUED BY DEFENSE HUMAN RESOURCES ACTIVITY 4800 MARK CENTER DRIVE, (b)(6) ALEXANDRIA VA 22350-4000	CODE H98210	7. ADMINISTERED BY (If other than item 6) DEFENSE HUMAN RESOURCES ACTIVITY 4800 MARK CENTER DRIVE, (b)(6) ALEXANDRIA VA 22350-1300		CODE	H98210
8. NAME AND ADDRESS OF CONTRACTOR (No., Street, County, State and Zip Code) FORS MARSH GROUP LLC (b)(6) 1010 N. GLEBE RD, STE 510 ARLINGTON VA 22201-5761			9A. AMENDMENT OF SOLICITATION NO.		
			9B. DATED (SEE ITEM 11)		
			X	10A. MOD. OF CONTRACT/ORDER NO. H98210-15-D-0001-0005	
			X	10B. DATED (SEE ITEM 13) 29-Apr-2015	
CODE 360C2	FACILITY CODE				
11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS					
<input type="checkbox"/> The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of offer <input type="checkbox"/> is extended, <input type="checkbox"/> is not extended.					
<p>Offer must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or as amended by one of the following methods:</p> <p>(a) By completing Items 8 and 15, and returning _____ copies of the amendment; (b) By acknowledging receipt of this amendment on each copy of the offer submitted; or (c) By separate letter or telegram which includes a reference to the solicitation and amendment numbers. FAILURE OF YOUR ACKNOWLEDGMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER. If by virtue of this amendment you desire to change an offer already submitted, such change may be made by telegram or letter, provided each telegram or letter makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.</p>					
12. ACCOUNTING AND APPROPRIATION DATA (If required) See Schedule					
13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACT ORDERS. IT MODIFIES THE CONTRACT/ORDER NO. AS DESCRIBED IN ITEM 14.					
A. THIS CHANGE ORDER IS ISSUED PURSUANT TO: (Specify authority) THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDER NO. IN ITEM 10A.					
B. THE ABOVE NUMBERED CONTRACT/ORDER IS MODIFIED TO REFLECT THE ADMINISTRATIVE CHANGES (such as changes in paying office, appropriation date, etc.) SET FORTH IN ITEM 14, PURSUANT TO THE AUTHORITY OF FAR 43.103(B).					
C. THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO PURSUANT TO AUTHORITY OF:					
X D. OTHER (Specify type of modification and authority) Bilateral per mutual agreement of the parties.					
E. IMPORTANT: Contractor <input type="checkbox"/> is not, <input checked="" type="checkbox"/> is required to sign this document and return <u>1</u> copies to the issuing office.					
14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by UCF section headings, including solicitation/contract subject matter where feasible.) Modification Control Number: (b)(4);(b) _____ The purpose of this modification is to deobligate excess funds on CLIN 0002 and closeout the task order. See Summary of Changes					
Except as provided herein, all terms and conditions of the document referenced in Item 9A or 10A, as heretofore changed, remains unchanged and in full force and effect.					
15A. NAME AND TITLE OF SIGNER (Type or print)			16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print)		
			(b)(6) CONTRACT SPECIALIST		
			TEL: (b)(6)	EMAIL: (b)(6)	
15B. CONTRACTOR/OFFEROR	15C. DATE SIGNED	16B. UNITED STATES OF AMERICA		16C. DATE SIGNED	
(Signature of person authorized to sign)		BY (b)(6)		08-Nov-2016	
		(Signature of Contracting Officer)			

SECTION SF 30 BLOCK 14 CONTINUATION PAGE

SUMMARY OF CHANGES

SECTION SF 1449 - CONTINUATION SHEET

SOLICITATION/CONTRACT FORM

The total cost of this contract was decreased by \$2,369.40 from \$1,472,766.92 to \$1,470,397.52.

The 'Payment will be made by' organization has changed from

DFAS COLUMBUS CENTER

DFAS-CO/JAQ

ATTN : CAPSW/OR P2

PO BOX 369016

COLUMBUS OH 43236-9016

to

DFAS COLUMBUS CENTER

DAI/DHRA - ACCOUNTS PAYABLE DIRECTORATE

PO BOX 183140

COLUMBUS OH 43218-3140

SUPPLIES OR SERVICES AND PRICES

CLIN 0002

The estimated/max cost has decreased by \$2,369.40 from \$13,300.90 to \$10,931.50.

The total cost of this line item has decreased by \$2,369.40 from \$13,300.90 to \$10,931.50.

ACCOUNTING AND APPROPRIATION

Summary for the Payment Office

As a result of this modification, the total funded amount for this document was decreased by \$2,369.40 from \$1,472,766.92 to \$1,470,397.52.

CLIN 0002:

AA: 9750100 7301 001 86001 2527 QD H5A5 H9820150980003 033181 (CIN H98201509800030000002) was decreased by \$2,369.40 from \$13,300.90 to \$10,931.50

The following have been modified:

252.232-7006 WIDE AREA WORKFLOW PAYMENT INSTRUCTIONS (MAY 2013)

(a) Definitions. As used in this clause--

Department of Defense Activity Address Code (DoDAAC) is a six position code that uniquely identifies a unit, activity, or organization.

Document type means the type of payment request or receiving report available for creation in Wide Area WorkFlow (WAWF).

Local processing office (LPO) is the office responsible for payment certification when payment certification is done external to the entitlement system.

(b) Electronic invoicing. The WAWF system is the method to electronically process vendor payment requests and receiving reports, as authorized by DFARS 252.232-7003, Electronic Submission of Payment Requests and Receiving Reports.

(c) WAWF access. To access WAWF, the Contractor shall--

(1) Have a designated electronic business point of contact in the System for Award Management at <https://www.acquisition.gov>; and

(2) Be registered to use WAWF at <https://wawf.eb.mil/> following the step-by-step procedures for self-registration available at this Web site.

(d) WAWF training. The Contractor should follow the training instructions of the WAWF Web-Based Training Course and use the Practice Training Site before submitting payment requests through WAWF. Both can be accessed by selecting the "Web Based Training" link on the WAWF home page at <https://wawf.eb.mil/>.

(e) WAWF methods of document submission. Document submissions may be via Web entry, Electronic Data Interchange, or File Transfer Protocol.

(f) WAWF payment instructions. The Contractor must use the following information when submitting payment requests and receiving reports in WAWF for this contract/order:

(1) Document type. The Contractor shall use the following document type(s).

Invoice and Receiving Report (Combo)

(2) Inspection/acceptance location. The Contractor shall select the following inspection/acceptance location(s) in WAWF, as specified by the contracting officer.

Inspection location: Destination

Acceptance location: Destination

(3) Document routing. The Contractor shall use the information in the Routing Data Table below only to fill in applicable fields in WAWF when creating payment requests and receiving reports in the system.

Routing Data Table*

Field Name in WAWF	Data to be entered in WAWF
Pay Official DoDAAC	HQ0790
Issue By DoDAAC	H98210
Admin DoDAAC	H98210
Inspect By DoDAAC	HQ0584
Ship To Code	_____

Ship From Code	_____
Mark For Code	_____
Service Approver (DoDAAC)	HQ0584
Service Acceptor (DoDAAC)	HQ0584
Accept at Other DoDAAC	_____
LPO DoDAAC	_____
DCAA Auditor DoDAAC	_____
Other DoDAAC(s)	_____

(4) Payment request and supporting documentation. The Contractor shall ensure a payment request includes appropriate contract line item and subline item descriptions of the work performed or supplies delivered, unit price/cost per unit, fee (if applicable), and all relevant back-up documentation, as defined in DFARS Appendix F, (e.g. timesheets) in support of each payment request.

(5) WAWF email notifications. The Contractor shall enter the email address identified below in the "Send Additional Email Notifications" field of WAWF once a document is submitted in the system.

Contract Specialist: (b)(6) _____
COR: (b)(6) _____

(g) WAWF point of contact. (1) The Contractor may obtain clarification regarding invoicing in WAWF from the following contracting activity's WAWF point of contact.

WAWF POC: (b)(6) _____

(2) For technical WAWF help, contact the WAWF helpdesk at 866-618-5988.

(End of clause)

(End of Summary of Changes)

AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT			1. CONTRACT ID CODE	PAGE OF PAGES	
			J	1	2
2. AMENDMENT/MODIFICATION NO. P00004	3. EFFECTIVE DATE 15-Dec-2016	4. REQUISITION/PURCHASE REQ. NO. HQ058440090001000		5. PROJECT NO.(If applicable)	
6. ISSUED BY DEFENSE HUMAN RESOURCES ACTIVITY 4800 MARK CENTER DRIVE, (b)(6) ALEXANDRIA VA 22360-4000	CODE H98210	7. ADMINISTERED BY (If other than item 6) See Item 6			
8. NAME AND ADDRESS OF CONTRACTOR (No., Street, County, State and Zip Code) FORS MARSH GROUP LLC (b)(6) 1010 N. GLEBE RD, STE 510 ARLINGTON VA 22201-5761			9A. AMENDMENT OF SOLICITATION NO.		
			9B. DATED (SEE ITEM 11)		
			X 10A. MOD. OF CONTRACT/ORDER NO. H98210-15-D-0001		
			X 10B. DATED (SEE ITEM 13) 15-Dec-2014		
CODE 360C2	FACILITY CODE				
11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS					
<input type="checkbox"/> The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of offer <input type="checkbox"/> is extended, <input type="checkbox"/> is not extended.					
<p>Offer must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or as amended by one of the following methods:</p> <p>(a) By completing Items 8 and 15, and returning _____ copies of the amendment; (b) By acknowledging receipt of this amendment on each copy of the offer submitted; or (c) By separate letter or telegram which includes a reference to the solicitation and amendment numbers. FAILURE OF YOUR ACKNOWLEDGMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER. If by virtue of this amendment you desire to change an offer already submitted, such change may be made by telegram or letter, provided each telegram or letter makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.</p>					
12. ACCOUNTING AND APPROPRIATION DATA (If required)					
13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACT ORDERS. IT MODIFIES THE CONTRACT/ORDER NO. AS DESCRIBED IN ITEM 14.					
A. THIS CHANGE ORDER IS ISSUED PURSUANT TO: (Specify authority) THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDER NO. IN ITEM 10A.					
B. THE ABOVE NUMBERED CONTRACT/ORDER IS MODIFIED TO REFLECT THE ADMINISTRATIVE CHANGES (such as changes in paying office, appropriation date, etc.) SET FORTH IN ITEM 14, PURSUANT TO THE AUTHORITY OF FAR 43.103(B).					
C. THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO PURSUANT TO AUTHORITY OF:					
X D. OTHER (Specify type of modification and authority) Unilateral IAW FAR 52.217-9					
E. IMPORTANT: Contractor <input checked="" type="checkbox"/> is not, <input type="checkbox"/> is required to sign this document and return _____ copies to the issuing office.					
14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by UCF section headings, including solicitation/contract subject matter where feasible.) Modification Control Number: (b)(4),(b)(3):10 USC The purpose of this modification is to exercise option period 2, (CLINs 2001 and 2002), therefore extending the period of performance through December 14, 2017.					
Except as provided herein, all terms and conditions of the document referenced in Item 9A or 10A, as heretofore changed, remains unchanged and in full force and effect.					
15A. NAME AND TITLE OF SIGNER (Type or print)			16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print)		
			(b)(6) CONTRACT SPECIALIST		
			TEL: (b)(6) EMAIL: (b)(6)		
15B. CONTRACTOR/OFFEROR	15C. DATE SIGNED	16B. UNITED STATES OF AMERICA		16C. DATE SIGNED	
(Signature of person authorized to sign)		BY (b)(6)		22-Nov-2016	
		(Signature of Contracting Officer)			

SECTION SF 30 BLOCK 14 CONTINUATION PAGE

SUMMARY OF CHANGES

SECTION SF 1449 - CONTINUATION SHEET

SOLICITATION/CONTRACT FORM

The total cost of this contract was increased by \$10,000,409.24 from \$19,505,158.62 (EST) to \$29,505,567.86 (EST).

SUPPLIES OR SERVICES AND PRICES

CLIN 2001

The option status has changed from Option to Option Exercised.
The NAICS code 541910 has been deleted.

CLIN 2002

The option status has changed from Option to Option Exercised.
The NAICS code 541910 has been deleted.

(End of Summary of Changes)

AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT				1. CONTRACT ID CODE	PAGE OF PAGES		
				J	1	4	
2. AMENDMENT/MODIFICATION NO. 01	3. EFFECTIVE DATE 21-Oct-2016	4. REQUISITION/PURCHASE REQ. NO. H9820161160001000		5. PROJECT NO.(If applicable)			
6. ISSUED BY DEFENSE HUMAN RESOURCES ACTIVITY 4800 MARK CENTER DRIVE, (b)(6) ALEXANDRIA VA 22350-4000		CODE H98210	7. ADMINISTERED BY (If other than item 6) DEFENSE HUMAN RESOURCES ACTIVITY 4800 MARK CENTER DRIVE, SUITE 07G12 ALEXANDRIA VA 22350-1300		CODE	H98210	
8. NAME AND ADDRESS OF CONTRACTOR (No., Street, County, State and Zip Code) FORS MARSH GROUP LLC (b)(6) 1010 N. GLEBE RD., STE 510 ARLINGTON VA 22201-5761				9A. AMENDMENT OF SOLICITATION NO.			
				9B. DATED (SEE ITEM 11)			
				X	10A. MOD. OF CONTRACT/ORDER NO. H98210-15-D-0001-0017		
				X	10B. DATED (SEE ITEM 13) 11-Jul-2016		
CODE 360C2		FACILITY CODE					
11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS							
<input type="checkbox"/> The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of offer <input type="checkbox"/> is extended, <input type="checkbox"/> is not extended. <p>Offer must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or as amended by one of the following methods: (a) By completing Items 8 and 15, and returning _____ copies of the amendment; (b) By acknowledging receipt of this amendment on each copy of the offer submitted; or (c) By separate letter or telegram which includes a reference to the solicitation and amendment numbers. FAILURE OF YOUR ACKNOWLEDGMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER. If by virtue of this amendment you desire to change an offer already submitted, such change may be made by telegram or letter, provided each telegram or letter makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.</p>							
12. ACCOUNTING AND APPROPRIATION DATA (If required)							
13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACT ORDERS. IT MODIFIES THE CONTRACT/ORDER NO. AS DESCRIBED IN ITEM 14.							
A. THIS CHANGE ORDER IS ISSUED PURSUANT TO: (Specify authority) THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDER NO. IN ITEM 10A.							
X	B. THE ABOVE NUMBERED CONTRACT/ORDER IS MODIFIED TO REFLECT THE ADMINISTRATIVE CHANGES (such as changes in paying office, appropriation date, etc.) SET FORTH IN ITEM 14, PURSUANT TO THE AUTHORITY OF FAR 43.103(B).						
C. THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO PURSUANT TO AUTHORITY OF:							
D. OTHER (Specify type of modification and authority)							
E. IMPORTANT: Contractor <input checked="" type="checkbox"/> is not, <input type="checkbox"/> is required to sign this document and return _____ copies to the issuing office.							
14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by UCF section headings, including solicitation/contract subject matter where feasible.) Modification Control Number: (b)(4);(b)(3):10 USC S. 2205(a) The purpose of this modification is to change the payment office from DFAS to DA. As a result, 1. The DoDAAC in Block 18a of the SF 1449 is changed from HQ0131 to HQ0790. The paying office address is changed to: DFAS COLUMBUS CENTER DAVDHRA-ACCOUNTS PAYABLE DIRECTORATE P O BOX 183140 COLUMBUS OH, 43218-3140 2. The Fiscal Station Code in the lines of accounting is changed from 033181 to 012147. 3. DFARS Clause 252.232-7006, Wide Area Workflow Payment Instructions is changed to HQ0790 as the paying office. See summary of changes.							
Except as provided herein, all terms and conditions of the document referenced in Item 9A or 10A, as heretofore changed, remains unchanged and in full force and effect.							
15A. NAME AND TITLE OF SIGNER (Type or print)				16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print)			
				(b)(6) CONTRACT SPECIALIST			
				TEL: (b)(6)		EMAIL: (b)(6)	
15B. CONTRACTOR/OFFEROR		15C. DATE SIGNED		16B. UNITED STATES OF AMERICA		16C. DATE SIGNED	
(Signature of person authorized to sign)				BY (b)(6)		20-Oct-2016	
				(Signature of Contracting Officer)			

SECTION SF 30 BLOCK 14 CONTINUATION PAGE

SUMMARY OF CHANGES

SECTION SF 1449 - CONTINUATION SHEET

SOLICITATION/CONTRACT FORM

The 'mail invoices to the address shown in block' field has changed from 1 to 0.

The 'Payment will be made by' organization has changed from

DFAS COLUMBUS CENTER

DFAS-CO/JAQ

ATTN : CAPSW/OR P2

PO BOX 369016

COLUMBUS OH 43236-9016

to

DFAS COLUMBUS CENTER

DAI/DHRA - ACCOUNTS PAYABLE DIRECTORATE

PO BOX 183140

COLUMBUS OH 43218-3140

The following have been modified:

252.232-7006 WIDE AREA WORKFLOW PAYMENT INSTRUCTIONS (MAY 2013)

(a) Definitions. As used in this clause--

Department of Defense Activity Address Code (DoDAAC) is a six position code that uniquely identifies a unit, activity, or organization.

Document type means the type of payment request or receiving report available for creation in Wide Area WorkFlow (WAWF).

Local processing office (LPO) is the office responsible for payment certification when payment certification is done external to the entitlement system.

(b) Electronic invoicing. The WAWF system is the method to electronically process vendor payment requests and receiving reports, as authorized by DFARS 252.232-7003, Electronic Submission of Payment Requests and Receiving Reports.

(c) WAWF access. To access WAWF, the Contractor shall--

(1) Have a designated electronic business point of contact in the System for Award Management at <https://www.acquisition.gov>; and

(2) Be registered to use WAWF at <https://wawf.eb.mil/> following the step-by-step procedures for self-registration available at this Web site.

(d) WAWF training. The Contractor should follow the training instructions of the WAWF Web-Based Training Course and use the Practice Training Site before submitting payment requests through WAWF. Both can be accessed by selecting the "Web Based Training" link on the WAWF home page at <https://wawf.eb.mil/>.

(e) WAWF methods of document submission. Document submissions may be via Web entry, Electronic Data Interchange, or File Transfer Protocol.

(f) WAWF payment instructions. The Contractor must use the following information when submitting payment requests and receiving reports in WAWF for this contract/order:

(1) Document type. The Contractor shall use the following document type(s).

Invoice and Receiving Report (Combo)

(2) Inspection/acceptance location. The Contractor shall select the following inspection/acceptance location(s) in WAWF, as specified by the contracting officer.

Inspection location: Destination

Acceptance location: Destination

(3) Document routing. The Contractor shall use the information in the Routing Data Table below only to fill in applicable fields in WAWF when creating payment requests and receiving reports in the system.

Routing Data Table*

Field Name in WAWF	Data to be entered in WAWF
Pay Official DoDAAC	HQ0790
Issue By DoDAAC	H98210
Admin DoDAAC	H98210
Inspect By DoDAAC	H98201
Ship To Code	_____
Ship From Code	_____
Mark For Code	_____
Service Approver (DoDAAC)	H98201
Service Acceptor (DoDAAC)	H98201
Accept at Other DoDAAC	_____
LPO DoDAAC	_____
DCAA Auditor DoDAAC	_____
Other DoDAAC(s)	_____

(4) Payment request and supporting documentation. The Contractor shall ensure a payment request includes appropriate contract line item and subline item descriptions of the work performed or supplies delivered, unit price/cost per unit, fee (if applicable), and all relevant back-up documentation, as defined in DFARS Appendix F, (e.g. timesheets) in support of each payment request.

(5) WAWF email notifications. The Contractor shall enter the email address identified below in the "Send Additional Email Notifications" field of WAWF once a document is submitted in the system.

Contract Specialist: (b)(6)

COR: (b)(6)

(g) WAWF point of contact. (1) The Contractor may obtain clarification regarding invoicing in WAWF from the following contracting activity's WAWF point of contact.

WAWF POC (b)(6)

(2) For technical WAWF help, contact the WAWF helpdesk at 866-618-5988.

(End of clause)

(End of Summary of Changes)

SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS <i>OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, AND 30</i>				1. REQUISITION NUMBER H9821050980003000		PAGE 1 OF 10	
2. CONTRACT NO. H98210-15-D-0001		3. AWARD/EFFECTIVE DATE 29-Apr-2015		4. ORDER NUMBER 0005		5. SOLICITATION NUMBER	
7. FOR SOLICITATION INFORMATION CALL:		a. NAME				b. TELEPHONE NUMBER (No Collect Calls)	
9. ISSUED BY DEFENSE HUMAN RESOURCES ACTIVITY 4800 MARK CENTER DRIVE. (b)(6) ALEXANDRIA VA 22350-4000 TEL: FAX:		CODE H98210		10. THIS ACQUISITION IS <input checked="" type="checkbox"/> UNRESTRICTED OR <input checked="" type="checkbox"/> SET ASIDE: 100% FOR: <input checked="" type="checkbox"/> SMALL BUSINESS <input type="checkbox"/> WOMEN-OWNED SMALL BUSINESS (WOSB) <input type="checkbox"/> HUBZONE SMALL BUSINESS <input type="checkbox"/> ECONOMICALLY DISADVANTAGED WOMEN-OWNED SMALL BUSINESS (EDWOSB) <input type="checkbox"/> SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS <input type="checkbox"/> 8(A) NAICS: 541910 SIZE STANDARD: \$14,000,000			
11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED <input type="checkbox"/> SEE SCHEDULE		12. DISCOUNT TERMS Net 30		13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700) <input type="checkbox"/>		13b. RATING	
15. DELIVER TO JOINT ADVERT. MKT. RES. STUDIES (JAMRS) (b)(6) 1919 SOUTH EADS STREET SUITE 100 ARLINGTON VA 22202		CODE HQ0584		16. ADMINISTERED BY DEFENSE HUMAN RESOURCES ACTIVITY 4800 MARK CENTER DRIVE, SUITE 07G12 ALEXANDRIA VA 22350-1300 CODE H98210			
17a. CONTRACTOR/OFFEROR FOBS MARSH GROUP LLC (b)(6) 1010 N. GLEBE RD., STE 510 ARLINGTON VA 22201-5761 TELEPHONE NO. (b)(6)		CODE 360C2		FACILITY CODE		18a. PAYMENT WILL BE MADE BY DFAS COLUMBUS CENTER DFAS-CO/JAQ ATTN: CAPSW/OR P2 PO BOX 369016 COLUMBUS OH 43236-9016 CODE HQ0131	
<input type="checkbox"/> 17b. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER				18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a. UNLESS BLOCK BELOW IS CHECKED <input checked="" type="checkbox"/> SEE ADDENDUM			
19. ITEM NO.		20. SCHEDULE OF SUPPLIES/ SERVICES		21. QUANTITY		22. UNIT	
		SEE SCHEDULE				23. UNIT PRICE	
						24. AMOUNT	
25. ACCOUNTING AND APPROPRIATION DATA See Schedule						26. TOTAL AWARD AMOUNT (For Govt. Use Only) \$1,472,766.92	
<input type="checkbox"/> 27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1. 52.212-4. FAR 52.212-3. 52.212-5 ARE ATTACHED.				ADDENDA <input type="checkbox"/> ARE <input type="checkbox"/> ARE NOT ATTACHED			
<input type="checkbox"/> 27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4. FAR 52.212-5 IS ATTACHED.				ADDENDA <input type="checkbox"/> ARE <input type="checkbox"/> ARE NOT ATTACHED			
<input type="checkbox"/> 28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN 0 COPIES TO ISSUING OFFICE. CONTRACTOR AGREES TO FURNISH AND DELIVER ALL ITEMS SET FORTH OR OTHERWISE IDENTIFIED ABOVE AND ON ANY ADDITIONAL SHEETS SUBJECT TO THE TERMS AND CONDITIONS SPECIFIED.				<input checked="" type="checkbox"/> 29. AWARD OF CONTRACT: REF. Technical & Price Proposal OFFER DATED 23-Apr-2015. YOUR OFFER ON SOLICITATION (BLOCK 5), INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN, IS ACCEPTED AS TO ITEMS: SEE SCHEDULE			
30a. SIGNATURE OF OFFEROR/CONTRACTOR				31a. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER) (b)(6)			
30b. NAME AND TITLE OF SIGNER (TYPE OR PRINT)		30c. DATE SIGNED		31b. NAME OF CONTRACTING OFFICER (TYPE OR PRINT) (b)(6) / Contracting Officer TEL: EMAIL: (b)(6)		31c. DATE SIGNED 23-Apr-2015	

**SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS
(CONTINUED)**

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
SEE SCHEDULE					

32a. QUANTITY IN COLUMN 21 HAS BEEN
 RECEIVED INSPECTED ACCEPTED, AND CONFORMS TO THE CONTRACT, EXCEPT AS NOTED: _____

32b. SIGNATURE OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32c. DATE	32d. PRINTED NAME AND TITLE OF AUTHORIZED GOVERNMENT REPRESENTATIVE
--	-----------	---

32e. MAILING ADDRESS OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32f. TELEPHONE NUMBER OF AUTHORIZED GOVERNMENT REPRESENTATIVE
	32g. E-MAIL OF AUTHORIZED GOVERNMENT REPRESENTATIVE

33. SHIP NUMBER <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	34. VOUCHER NUMBER	35. AMOUNT VERIFIED CORRECT FOR	36. PAYMENT <input type="checkbox"/> COMPLETE <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	37. CHECK NUMBER
--	--------------------	---------------------------------	--	------------------

38. S/R ACCOUNT NUMBER	39. S/R VOUCHER NUMBER	40. PAID BY
------------------------	------------------------	-------------

41a. I CERTIFY THIS ACCOUNT IS CORRECT AND PROPER FOR PAYMENT	42a. RECEIVED BY <i>(Print)</i>		
41b. SIGNATURE AND TITLE OF CERTIFYING OFFICER	41c. DATE	42b. RECEIVED AT <i>(Location)</i>	
		42c. DATE REC'D <i>(YY/MM/DD)</i>	42d. TOTAL CONTAINERS

Section SF 1449 - CONTINUATION SHEET

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
0001	Survey Services and Market Research FFP FOB: Destination PURCHASE REQUEST NUMBER: H9820150980003000	1,459,466.02	Each	\$1.00	\$1,459,466.02

NET AMT	\$1,459,466.02
---------	----------------

ACRN AA CIN: H98201509800030000001	\$1,459,466.02
---------------------------------------	----------------

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
0002	Travel COST Not To Exceed \$13,300.90 FOB: Destination PURCHASE REQUEST NUMBER: H9820150980003000				\$13,300.90

ESTIMATED COST	\$13,300.90
----------------	-------------

ACRN AA CIN: H98201509800030000002	\$13,300.90
---------------------------------------	-------------

DELIVERY INFORMATION

CLIN	DELIVERY DATE	QUANTITY	SHIP TO ADDRESS	UIC
0001	POP 29-APR-2015 TO 28-APR-2016	N/A	JOINT ADVERT, MKT RES, STUDIES (JAMRS) (b)(6) 1919 SOUTH EADS STREET SUITE 100 ARLINGTON VA 22202 (b)(6) FOB: Destination	HQ0584

0002 POP 29-SEP-2015 TO N/A (SAME AS PREVIOUS LOCATION) HQ0584
28-SEP-2016 FOB: Destination

ACCOUNTING AND APPROPRIATION DATA

AA: 9750100 7301 001 86001 2527 QD H5A5 H9820150980003 033181

AMOUNT: \$1,472,766.92

CIN H98201509800030000001: \$1,459,466.02

CIN H98201509800030000002: \$13,300.90

INSPECTION AND ACCEPTANCE TERMS

Supplies/services will be inspected/accepted at:

CLIN	INSPECT AT	INSPECT BY	ACCEPT AT	ACCEPT BY
0001	Destination	Government	Destination	Government
0002	Destination	Government	Destination	Government

Administrative - Points of Contact:

Contract Specialist:

(b)(6)

(b)(6)

Performance Work Statement 2015 JAMRS Market Research Onsite Services

1.0 INTRODUCTION

The Joint Advertising, Market Research and Studies (JAMRS) program requires contractor services to perform knowledge based Survey Services as well as Market Research and Analysis. Specifically, the 2015 JAMRS Market Research Onsite Services delivery order shall obtain the services of a contractor for performing analyses, developing and presenting briefings and writing summaries of findings from JAMRS market research efforts pertaining to ad hoc questions of interest to JAMRS, OSD P&R, and the Services, providing experience-based recommendations and research direction as requested on studies being conducted by, or on the behalf of, the JAMRS program, providing periodic assessments of the State of the Recruit Market, assessing customer/stakeholder satisfaction with JAMRS' market research, writing executive notes on topics of interest to military recruiting communities, and assisting with the online dissemination of JAMRS' research.

2.0 BACKGROUND

JAMRS is an official DoD program for joint marketing communications and market research and studies. Its mission is to measure and help broaden people's understanding of military service as a career option, and its programs help bolster the effectiveness of all the Services' recruiting and retention efforts. One of JAMRS' core functions is to serve as a source of expertise on market research and the recruiting market for recruiting professionals across all branches of the Military and agencies of the Department of Defense. In order to accomplish this function, JAMRS has maintained an expert onsite staff that the Department relies on as an internal consulting resource.

Onsite contractor staff at JAMRS are responsible for execution of a broad spectrum of marketing and recruiting research. Accordingly, onsite contractor staff must be able to perform complex analyses on data, provide recommendations on communication strategies, write reports, discuss the advantages and disadvantages on sampling and weighting methodologies, and deliver all of this information to its constituents via reports and in-person presentations.

3.0 SCOPE

The Contractor shall provide all personnel, equipment, materials and other items necessary to perform market research and survey services with regards to Market Research Onsite Services as defined in this Performance Work Statement.

4.0 REQUIREMENTS *The Contractor shall:*

- 4.1 Meet with JAMRS representatives at their home office in Arlington, Va. The purpose of the kickoff meeting is to clarify JAMRS' objectives and to discuss how the Contractor will address those objectives. The Contractor shall provide JAMRS a written summary of the kick-off meeting discussion.
- 4.2 Conduct trend analysis of quantitative private sector, government, and other quantitative data to obtain comparable estimates across demographic and other categories based on ad hoc requests from the Government.
 - 4.2.1 Provide economic forecast information at multiple levels of geography to assist environmental assessments and operational recruiting efforts.
- 4.3 Provide recommendations to assist the JAMRS program's advertising agency in the development, modification and implementation of the Department's communication plan.

- 4.3.1 Provide recommendations regarding modifications to the Department's marketing plan and materials in response to relevant changes in the environment.
- 4.4 Provide guidance and research direction as requested on other studies being conducted by, or on the behalf of, the JAMRS program.
 - 4.4.1 Assess the usefulness of previous market research results and external research efforts, and make recommendations for improvement.
 - 4.4.2 Retain information on research conducted by and for JAMRS and ensure parallel question format across research instruments.
 - 4.4.3 Provide recommendations on the Department's efforts to improve understanding of recruiting and other military manpower issues.
 - 4.4.4 Participate in Department, staff, academic and professional organization briefings and other meetings as requested.
 - 4.4.5 Provide technical reviews and editing of reports, presentations, and other documents as requested by the Government.
 - 4.4.6 Provide continuing assessment of the validity and appropriateness of current methodology for all market research functions.
 - 4.4.7 Develop research hypotheses, statistical models, and reporting standards.
- 4.5 Create and deliver briefings, as directed, of JAMRS research tailored to specific audiences including the JAMRS advertising agency, Department of Defense or other Government researchers, academic and/or professional organizations. Past examples include presentations prepared for the annual Joint Marketing conferences, Joint Service Market Research Working Groups, Army Research Consortiums, Joint Best Practices meetings, and other briefings as requested by DoD senior officials and organizations. Briefing materials shall be provided to JAMRS as Microsoft PowerPoint slides or some other mutually agreeable format prior to giving each presentation.
- 4.6 Conduct trend analysis using JAMRS data, other government data, quantitative private sector, and other quantitative data to provide an assessment of the State of the Recruit Market. The Contractor shall create and deliver a State of the Recruit Market brief twice a year.
 - 4.6.1 Provide ad hoc data analyses regarding the State of the Recruit Market as requested by the Government.
- 4.7 Provide the following assistance with performing updates to the dmren.org site:
 - 4.7.1 Maintain the dmren.org website by providing additional content for periodic updates and additions to the site:
 - 4.7.2. Write technically accurate copy appropriate for a largely non-technical audience for periodic market research updates created for the dmren.org website.
 - 4.7.3. Write technically accurate copy appropriate for a largely non-technical audience describing new market research products posted to the site.
- 4.8 Produce and deliver approximately six Executive Notes (i.e., short white papers) during the period of performance. The Executive Notes shall provide relevant, salient, and readable information as well as attractive graphics and be written for key Government constituents. Executive Notes shall describe important trends or findings that benefit DoD personnel involved

in recruiting. The contractor is responsible for creating a planned list of Executive Notes for the calendar year to be approved by the Government.

- 4.9 Conduct an assessment of the JAMRS program and deliverables with input from points of contact at each of the Military Service Recruiting Commands and DoD. The evaluation will determine if the program is meeting their needs as well as identify areas for improvement. The evaluation should include tracking metrics as well as address any issues of interest to the program. Findings from the Evaluation shall be documented in a briefing deck and presented to the JAMRS staff.
- 4.10 Provide the COR with a monthly report of actions completed during the previous month and actions pending for the next month. The Contractor shall also identify any unresolved issues and actions taken to resolve these issues to the Government.

5.0 DELIVERABLES

Deliverable	Ref.	Delivery Date (on or about)
Kick-off meeting	Para 4.1	Within 1 week of award
Written summary of Kick-off meeting	Para 4.1	2 weeks following kick-off mtg
Onsite Ad Hoc Analyses	Para 4.2	Throughout the Period of Performance
Economic Forecast Data	Para 4.2.1	30 September 2015
Marketing Outreach Consultation	Para 4.3	Throughout the Period of Performance
Research Effort Consultation	Para 4.4	Throughout the Period of Performance
Briefing Creation	Para 4.5	Throughout the Period of Performance
State of the Recruit Market Assessment	Para 4.6	Conducted twice a year during the Period of Performance
DMREN Support	Para 4.7	Throughout the Period of Performance
Executive Notes	Para 4.8	Every other month throughout the Period of Performance
Annual Evaluation of JAMRS Market Research Program	Para 4.9	15 August 2015
Monthly Status Report	Para 4.10	Monthly during Period of Performance

6.0 GOVERNMENT FURNISHED PROPERTY, EQUIPMENT AND SERVICES

- 6.1 General. The Government will provide all Government site equipment associated with this delivery including, but not limited to, office space and furnishings, computers, phone lines, and office supplies.
- 6.2 Data. The Government will provide data to be analyzed in this task order for ad hoc requests.
- 7.0 TRAVEL
- 7.1 The Contractor shall be required to travel to various CONUS locations during the performance of this task order to attend meetings and conferences and present briefings based on ad hoc requests.

Estimated travel is as follows:

- Three (3) two-day round-trips of one (1) contractor personnel from Arlington, VA to Louisville, KY.
- Three (3) two -day round-trips of one (1) contractor personnel from Arlington, VA to Memphis, TN.
- Three (3) two -day round-trips of one (1) contractor personnel from Arlington, VA to San Antonio, TX.
- Two (2) one-day round-trips of two (2) contractor personnel from Arlington, VA to Boston, MA.
- Two (2) two -day round-trip of one (1) contractor personnel from Arlington, VA to Atlanta, GA.
- One (1) three-day round-trips of three (3) contractor personnel from Arlington, VA to Orlando, FL.
- One (1) two -day round-trip of one (1) contractor personnel from Arlington, VA to Dallas, TX.
- One (1) two -day round-trip of one (1) contractor personnel from Arlington, VA to Gulfport, MS.

CLAUSES INCORPORATED BY FULL TEXT

252.232-7006 WIDE AREA WORKFLOW PAYMENT INSTRUCTIONS (MAY 2013)

(a) Definitions. As used in this clause--

Department of Defense Activity Address Code (DoDAAC) is a six position code that uniquely identifies a unit, activity, or organization.

Document type means the type of payment request or receiving report available for creation in Wide Area WorkFlow (WAWF).

Local processing office (LPO) is the office responsible for payment certification when payment certification is done external to the entitlement system.

(b) Electronic invoicing. The WAWF system is the method to electronically process vendor payment requests and receiving reports, as authorized by DFARS 252.232-7003, Electronic Submission of Payment Requests and Receiving Reports.

(c) WAWF access. To access WAWF, the Contractor shall--

(1) Have a designated electronic business point of contact in the System for Award Management at <https://www.acquisition.gov>; and

(2) Be registered to use WAWF at <https://wawf.eb.mil/> following the step-by-step procedures for self-registration available at this Web site.

(d) WAWF training. The Contractor should follow the training instructions of the WAWF Web-Based Training Course and use the Practice Training Site before submitting payment requests through WAWF. Both can be accessed by selecting the "Web Based Training" link on the WAWF home page at <https://wawf.eb.mil/>.

(e) WAWF methods of document submission. Document submissions may be via Web entry, Electronic Data Interchange, or File Transfer Protocol.

(f) WAWF payment instructions. The Contractor must use the following information when submitting payment requests and receiving reports in WAWF for this contract/order:

(1) Document type. The Contractor shall use the following document type(s).

Invoice and Receiving Report (Combo)

(2) Inspection/acceptance location. The Contractor shall select the following inspection/acceptance location(s) in WAWF, as specified by the contracting officer.

Inspection location: Destination

Acceptance location: Destination

(3) Document routing. The Contractor shall use the information in the Routing Data Table below only to fill in applicable fields in WAWF when creating payment requests and receiving reports in the system.

Routing Data Table*

Field Name in WAWF	Data to be entered in WAWF
Pay Official DoDAAC	HQ0131
Issue By DoDAAC	H98210
Admin DoDAAC	H98210
Inspect By DoDAAC	HQ0584
Ship To Code	---
Ship From Code	---
Mark For Code	---

Service Approver (DoDAAC)	HQ0584
Service Acceptor (DoDAAC)	HQ0584
Accept at Other DoDAAC	_____
LPO DoDAAC	_____
DCAA Auditor DoDAAC	_____
Other DoDAAC(s)	_____

(4) Payment request and supporting documentation. The Contractor shall ensure a payment request includes appropriate contract line item and subline item descriptions of the work performed or supplies delivered, unit price/cost per unit, fee (if applicable), and all relevant back-up documentation, as defined in DFARS Appendix F, (e.g. timesheets) in support of each payment request.

(5) WAWF email notifications. The Contractor shall enter the email address identified below in the "Send Additional Email Notifications" field of WAWF once a document is submitted in the system.

(b)(6)

(g) WAWF point of contact. (1) The Contractor may obtain clarification regarding invoicing in WAWF from the following contracting activity's WAWF point of contact.

WAWF POC: (b)(6)

(2) For technical WAWF help, contact the WAWF helpdesk at 866-618-5988.

(End of clause)

AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT			1. CONTRACT ID CODE	PAGE OF PAGES	
			J	1	3
2. AMENDMENT/MODIFICATION NO. P00005	3. EFFECTIVE DATE 20-Sep-2017	4. REQUISITION/PURCHASE REQ. NO. HQ058440090001000		5. PROJECT NO.(If applicable)	
6. ISSUED BY DEFENSE HUMAN RESOURCES ACTIVITY 4800 MARK CENTER DRIVE, (b)(6) ALEXANDRIA VA 22350-4000	CODE H98210	7. ADMINISTERED BY (If other than item 6) See Item 6			
8. NAME AND ADDRESS OF CONTRACTOR (No., Street, County, State and Zip Code) FORS MARSH GROUP LLC (b)(6) 1010 N. GLEBE RD, STE 510 ARLINGTON VA 22201-5761			9A. AMENDMENT OF SOLICITATION NO.		
			9B. DATED (SEE ITEM 11)		
			X 10A. MOD. OF CONTRACT/ORDER NO. H98210-15-D-0001		
			X 10B. DATED (SEE ITEM 13) 15-Dec-2014		
CODE 360C2	FACILITY CODE				
11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS					
<input type="checkbox"/> The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of offer <input type="checkbox"/> is extended. <input type="checkbox"/> is not extended.					
<p>Offer must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or as amended by one of the following methods:</p> <p>(a) By completing Items 8 and 15, and returning _____ copies of the amendment; (b) By acknowledging receipt of this amendment on each copy of the offer submitted; or (c) By separate letter or telegram which includes a reference to the solicitation and amendment numbers. FAILURE OF YOUR ACKNOWLEDGMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER. If by virtue of this amendment you desire to change an offer already submitted, such change may be made by telegram or letter, provided each telegram or letter makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.</p>					
12. ACCOUNTING AND APPROPRIATION DATA (If required)					
13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACTS/ORDERS. IT MODIFIES THE CONTRACT/ORDER NO. AS DESCRIBED IN ITEM 14.					
A. THIS CHANGE ORDER IS ISSUED PURSUANT TO: (Specify authority) THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDER NO. IN ITEM 10A.					
B. THE ABOVE NUMBERED CONTRACT/ORDER IS MODIFIED TO REFLECT THE ADMINISTRATIVE CHANGES (such as changes in paying office, appropriation date, etc.) SET FORTH IN ITEM 14, PURSUANT TO THE AUTHORITY OF FAR 43.103(B).					
C. THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO PURSUANT TO AUTHORITY OF:					
X D. OTHER (Specify type of modification and authority) FAR 52.212-4 (C) Changes					
E. IMPORTANT: Contractor <input type="checkbox"/> is not, <input checked="" type="checkbox"/> is required to sign this document and return <u>1</u> copies to the issuing office.					
14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by UCF section headings, including solicitation/contract subject matter where feasible.) Modification Control Number: (b)(4), (b)(3)-10 The purpose of this modification is to decrease the ceiling on CLIN 0001 by \$52,927.72 and increase the ceiling on CLIN 2001 by \$52,927.72. See Summary of Changes					
Except as provided herein, all terms and conditions of the document referenced in Item 9A or 10A, as heretofore changed, remains unchanged and in full force and effect.					
15A. NAME AND TITLE OF SIGNER (Type or print)			16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print)		
			(b)(6) CONTRACTING OFFICER		
			TEL: (b)(6)		EMAIL: (b)(6)
15B. CONTRACTOR/OFFEROR		15C. DATE SIGNED		16B. UNITED STATES OF AMERICA	
(Signature of person authorized to sign)				(b)(6)	
				BY (Signature of Contracting Officer)	
				20-Sep-2017	

SECTION SF 30 BLOCK 14 CONTINUATION PAGE

SUMMARY OF CHANGES

SECTION SF 1449 - CONTINUATION SHEET

SUPPLIES OR SERVICES AND PRICES

CLIN 0001

The pricing detail quantity has decreased by 52,927.72 from 9,803,980.81 to 9,751,053.09.
The total cost of this line item has decreased by \$52,927.72 from \$9,803,980.81 (EST) to \$9,751,053.09 (EST).

CLIN 2001

The pricing detail quantity has increased by 52,927.72 from 9,963,409.24 to 10,016,336.96.
The total cost of this line item has increased by \$52,927.72 from \$9,963,409.24 (EST) to \$10,016,336.96 (EST).

DELIVERIES AND PERFORMANCE

The following Delivery Schedule item for CLIN 0001 has been changed from:

DELIVERY DATE	QUANTITY	SHIP TO ADDRESS	DODAAC / CAGE
POP 15-DEC-2014 TO 14-DEC-2015	N/A	JOINT ADVERT, MKT RES, STUDIES (JAMRS) (b)(6) 1919 SOUTH EADS STREET SUITE 100 ARLINGTON VA 22202 (b)(6) FOB: Destination	HQ0584

To:

DELIVERY DATE	QUANTITY	SHIP TO ADDRESS	DODAAC / CAGE
POP 15-DEC-2014 TO 14-DEC-2015	N/A	JOINT ADVERT, MKT RES, STUDIES (JAMRS) (b)(6) 1919 SOUTH EADS STREET SUITE 100 ARLINGTON VA 22202 (b)(6) FOB: Destination	HQ0584

The following Delivery Schedule item for CLIN 2001 has been changed from:

DELIVERY DATE	QUANTITY	SHIP TO ADDRESS	DODAAC / CAGE
POP 15-DEC-2016 TO 14-DEC-2017	N/A	JOINT ADVERT, MKT RES, STUDIES (JAMRS) (b)(6) 1919 SOUTH EADS STREET SUITE 100 ARLINGTON VA 22202 (b)(6) FOB: Destination	HQ0584

To:

DELIVERY DATE	QUANTITY	SHIP TO ADDRESS	DODAAC / CAGE
POP 15-DEC-2016 TO 14-DEC-2017	N/A	JOINT ADVERT, MKT RES, STUDIES (JAMRS) (b)(6) 1919 SOUTH EADS STREET SUITE 100 ARLINGTON VA 22202 (b)(6) FOB: Destination	HQ0584

(End of Summary of Changes)

2. CONTRACT NO. H98210-15-D-0001
 3. AWARD/EFFECTIVE DATE 31-Jul-2015
 4. ORDER NUMBER 0007
 5. SOLICITATION NUMBER
 6. SOLICITATION ISSUE DATE

7. FOR SOLICITATION INFORMATION CALL:
 a. NAME
 b. TELEPHONE NUMBER (No Collect Calls)
 8. OFFER DUE DATE/LOCAL TIME

9. ISSUED BY DEFENSE HUMAN RESOURCES ACTIVITY
 4800 MARK CENTER DRIVE,
 (b)(6)
 ALEXANDRIA VA 22350-4000
 TEL:
 FAX:

CODE H98210

10. THIS ACQUISITION IS
 SMALL BUSINESS
 HUBZONE SMALL BUSINESS
 SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS
 UNRESTRICTED OR
 SET ASIDE: 100 % FOR:
 WOMEN-OWNED SMALL BUSINESS (WOSB) ELIGIBLE UNDER THE WOMEN-OWNED SMALL BUSINESS PROGRAM
 EDWOSB
 8(A)
 NAICS: 541910
 SIZE STANDARD: \$14,000,000

11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED
 SEE SCHEDULE

12. DISCOUNT TERMS
 Net 30

13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700)

13b. RATING

14. METHOD OF SOLICITATION
 RFQ IFB RFP

15. DELIVER TO JOINT ADVERT. MKT RES. STUDIES (JAMRS)
 (b)(6)
 1919 SOUTH EADS STREET SUITE 100
 ARLINGTON VA 22202

CODE HQ0584

16. ADMINISTERED BY DEFENSE HUMAN RESOURCES ACTIVITY
 4800 MARK CENTER DRIVE,
 (b)(6)
 ALEXANDRIA VA 22350-1300

CODE H98210

17a. CONTRACTOR/OFFEROR FORS MARSH GROUP LLC
 (b)(6)
 1010 N. GLEBE RD, STE 510
 ARLINGTON VA 22201-5761
 TELEPHONE NO. 703-858-3799

CODE 360C2

FACILITY CODE

18a. PAYMENT WILL BE MADE BY DFAS COLUMBUS CENTER
 DFAS-CO/JAQ
 ATTN: CAPSW/OR P2
 PO BOX 369016
 COLUMBUS OH 43236-9016

CODE HQ0131

17b. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER

18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a. UNLESS BLOCK BELOW IS CHECKED SEE ADDENDUM

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
SEE SCHEDULE					

25. ACCOUNTING AND APPROPRIATION DATA
See Schedule

26. TOTAL AWARD AMOUNT (For Govt. Use Only)
\$855,999.67

27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1. 52.212-4. FAR 52.212-3. 52.212-5 ARE ATTACHED. ADDENDA ARE ARE NOT ATTACHED

27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4. FAR 52.212-5 IS ATTACHED. ADDENDA ARE ARE NOT ATTACHED

28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN 0 COPIES TO ISSUING OFFICE. CONTRACTOR AGREES TO FURNISH AND DELIVER ALL ITEMS SET FORTH OR OTHERWISE IDENTIFIED ABOVE AND ON ANY ADDITIONAL SHEETS SUBJECT TO THE TERMS AND CONDITIONS SPECIFIED.

29. AWARD OF CONTRACT: REF. Technical & Cost Proposal OFFER DATED 27-Jul-2015. YOUR OFFER ON SOLICITATION (BLOCK 5), INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN, IS ACCEPTED AS TO ITEMS: SEE SCHEDULE

30a. SIGNATURE OF OFFEROR/CONTRACTOR

31a. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER)
 (b)(6)

30b. NAME AND TITLE OF SIGNER (TYPE OR PRINT)
 (b)(6)

30c. DATE SIGNED

31b. NAME OF CONTRACTING OFFICER (TYPE OR PRINT)
 (b)(6) Contract Specialist
 TEL: (b)(6)
 EMAIL: (b)(6)

31c. DATE SIGNED
 30-Jul-2015

**SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS
(CONTINUED)**

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
<p>SEE SCHEDULE</p>					

32a. QUANTITY IN COLUMN 21 HAS BEEN
 RECEIVED INSPECTED ACCEPTED, AND CONFORMS TO THE CONTRACT, EXCEPT AS NOTED: _____

32b. SIGNATURE OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32c. DATE	32d. PRINTED NAME AND TITLE OF AUTHORIZED GOVERNMENT REPRESENTATIVE
--	-----------	---

32e. MAILING ADDRESS OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32f. TELEPHONE NUMBER OF AUTHORIZED GOVERNMENT REPRESENTATIVE
	32g. E-MAIL OF AUTHORIZED GOVERNMENT REPRESENTATIVE

33. SHIP NUMBER <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	34. VOUCHER NUMBER	35. AMOUNT VERIFIED CORRECT FOR	36. PAYMENT <input type="checkbox"/> COMPLETE <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	37. CHECK NUMBER
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38. S/R ACCOUNT NUMBER	39. S/R VOUCHER NUMBER	40. PAID BY
------------------------	------------------------	-------------

41a. I CERTIFY THIS ACCOUNT IS CORRECT AND PROPER FOR PAYMENT	42a. RECEIVED BY <i>(Print)</i>		
41b. SIGNATURE AND TITLE OF CERTIFYING OFFICER	41c. DATE	42b. RECEIVED AT <i>(Location)</i>	
		42c. DATE REC'D <i>(YY/MM/DD)</i>	42d. TOTAL CONTAINERS

Section SF 1449 - CONTINUATION SHEET

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
0001	Survey Services and Market Research FFP FOB: Destination PURCHASE REQUEST NUMBER: H9820151610003000	855,999.67	Each	\$1.00	\$855,999.67
					NET AMT
					\$855,999.67
ACRN AA					\$855,999.67
CIN: H98201516100030000001					

ACCOUNTING AND APPROPRIATION DATA

AA: 9750100 7301 001 86001 2527 XDZ H5A5 H9820151610003 033181
 AMOUNT: \$855,999.67
 CIN H98201516100030000001: \$855,999.67

INSPECTION AND ACCEPTANCE TERMS

Supplies/services will be inspected/accepted at:

CLIN	INSPECT AT	INSPECT BY	ACCEPT AT	ACCEPT BY
0001	Destination	Government	Destination	Government

DELIVERY INFORMATION

CLIN	DELIVERY DATE	QUANTITY	SHIP TO ADDRESS	DODAAC
------	---------------	----------	-----------------	--------

0001	POP 31-JUL-2015 TO 30-JUL-2016	N/A	JOINT ADVERT, MKT RES, STUDIES (JAMRS) (b)(6) 1919 SOUTH EADS STREET SUITE 100 ARLINGTON VA 22202 (b)(6) FOB: Destination	HQ0584
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Administrative - Points of Contact:

Contract Specialist:

(b)(6)

(b)(6)

Performance Work Statement JAMRS New Recruit Survey – Media Module 2015

1.0 INTRODUCTION

The Joint Advertising, Market Research and Studies (JAMRS) program requires Contractor services to conduct analyses and report findings from the 2015 New Recruit Survey – Media Module. The work involves survey planning, design and development, conducting and administering surveys, analysis of quantitative and qualitative survey data, production of reports regarding the results of the surveys, identifying target markets, as well as determining prospect market trends and conditions.

2.0 BACKGROUND

JAMRS is an official DoD program for joint marketing communications and market research and studies. Its mission is to measure and help broaden people's understanding of military service as a career option, and its programs help bolster the effectiveness of all the Services' recruiting and retention efforts. One of JAMRS' core functions is to perform market and recruiting studies in order to provide valuable resources to recruiting professionals across all branches of the Military and agencies of the Department of Defense (DoD). The New Recruit Survey serves as DoD's official vehicle to assess the impact of recruiting incentives, recruiting programs and policies, compensation and benefits, recruiter interactions, MEPS processing, and outreach/advertising messages on actual enlistment decisions. The findings function as an ongoing and continuous assessment mechanism to gauge the effectiveness of programs and practices using immediate feedback from new recruits after taking their oath of service at the MEPS. This coordinated effort allows for comparisons across the Services and ensures timely information is available on which to base adjustments to recruiting initiatives and programs. This particular module of the New Recruit Survey focuses on the new recruits' media usage as it related to their decision to join the Military along with the core set of questions designed to assess the impact of recruiting incentives, programs and policies.

3.0 SCOPE

The Contractor shall provide all personnel, equipment, materials and other items necessary to perform market research and survey services with regards to the New Recruit Survey Media Module.

4.0 REQUIREMENTS *The Contractor shall:*

- 4.1 Attend a kickoff meeting in Arlington, Va. The purpose of the kickoff meeting is to clarify JAMRS' objectives and to discuss how the Contractor will address those objectives. The Contractor shall provide JAMRS a written summary of the kick-off meeting discussion along with a plan for research.
- 4.2 Ensure all survey instruments and study protocols are compliant with the Office of the Under Secretary of Defense for Personnel and Readiness (OUSD P&R) Research Regulatory Oversight Office (R2O2) and all personnel involved with the study are up to date on human subjects' research and ethics training. Furthermore, provide JAMRS personnel with a complete study protocol package with all necessary information and documentation to be submitted to the Government's R2O2 office for review and determination.
- 4.3 Assist JAMRS in informing relevant Service personnel and any relevant MEPS personnel of the New Recruit Survey.
- 4.4 Assist JAMRS personnel in instructing relevant Service personnel on how to replace current survey booklet with new booklet, how to distribute survey materials to new recruits and document the instructions in a short write-up to be delivered to relevant personnel.
- 4.5 Print finalized, formatted Service-specific survey booklets/invitations and deliver to all MEPS and Air Guard and Air Force Reserve recruiting stations.
- 4.6 Maintain a survey control system, which will track the status of all sample members, mail outs, survey returns and survey inquiries.
- 4.7 Provide an email address and toll free number for respondents and Service liaisons and recruiters to ask questions about the survey, to report changes in status/address information, and to make survey requests.
- 4.8 Administer the survey on a continually fielding basis for 6 months such that the following specifications are met:
 - 4.8.1 All active-duty new recruits entering the delayed entry program (or immediately shipping to boot camp) are invited to participate in the survey before taking their oath at MEPS through coordination with MEPS Service liaisons.
 - 4.8.2 All Army National Guard and Army Reserve new recruits processing at the MEPS to ship to boot camp are invited to participate in the survey before taking their oath at MEPS through coordination with MEPS Service liaisons.
 - 4.8.3 Conduct the survey with Air Guard and Air Force Reserve new recruits through an online survey by working with Air Guard and Air Force Reserve recruiters who will be responsible for distributing the survey invitation and instructions. Survey data from these new recruits do not need to be weighted given small sample sizes and lack of frame data. Also, results from Air Guard and Air Force Reserve new recruits will not be delivered on a monthly basis.
- 4.9.1 Deliver via email or other mutually agreeable electronic means (e.g., CD-ROM) a monthly dataset of all survey data collected on a monthly basis in SPSS format that includes variable names, variable labels, values, and value labels that are consistent with the questionnaire once data collection begins. This does not apply to Air Guard and Air Force Reserve data.
- 4.9.2 Deliver via email or other mutually agreeable electronic means (e.g., CD-ROM) a complete dataset of all survey data collected for the 6 month module in SPSS format that includes variable names, variable labels, values, and value labels that are consistent with the questionnaire once data collection begins.
- 4.10 Create and deliver via email or other electronic means (e.g., CD-ROM) annotated questionnaires that links questionnaire items with variables and values in the SPSS survey datasets and shall include and document any administrative items included in the datasets (such as wave number, date of survey, etc.).
- 4.11 Maintain the Active Duty New Recruit Survey online data portal to meet the requirements for user roles, user authentication and core reporting functionality as established under New Recruit Survey Phase 1 including updating data feeds and standard reports on a monthly basis.
- 4.12 Maintain the online segmentation portal to assist users with any difficulties or questions.
- 4.13 Develop and format the next module of the Active Duty and Reserve/Guard Service-specific questionnaires in a paper/booklet format that includes instructions on how to complete the survey and service-specific letters inviting new recruits to participate in the survey to be delivered to respondents by the Government. The next module should focus the role of influencers in new recruits' decisions to join the Military in addition to the core set of New Recruit Survey questions.
- 4.14 Deliver an Active Duty and Reserve/Guard topline reports for data collected from new recruits that highlights the proportion of respondents that selected each response option per question after the six month fielding period.

- 4.15 Deliver via email an Active Duty briefing deck that highlights key findings from the New Recruit Survey – Media module after six months of data collection.
- 4.16 Deliver a briefing on the data collected from Reserve and Guard new recruits that highlights key findings and notable trends revealed in this data collection after the six month fielding period.
- 4.17 Document the sampling, data collection, weighting and analytic procedures for in a Technical Report after six months of data collection of the Media Module.
- 4.18 Provide the COR with a Monthly Status report, which includes the status of relevant issues associated with each tasking and a description of the remaining work to be done on the task.

5.0 DELIVERABLES

Deliverable	Ref.	Delivery Date (on or about)
Kick-off meeting	Para 4.1	Within 7 days of award
IRB documents	Para 4.2	Within 6 weeks of award
Instructions on survey administration	Para 4.4	9 September 2015
Deliver printed survey to MEPS and Recruiting Stations	Para 4.5	28 September 2015
Monthly Datasets	Para 4.9.1	Monthly during PoP once data collection begins
Module Datasets	Para 4.9.2	30 May 2016
Annotated Questionnaires	Para 4.10	15 January 2016
Monthly standard reports	Para 4.11	Monthly during PoP once data collection begins
Formatted Surveys for next wave of data collection	Para 4.13	10 February 2016
Topline Reports	Para 4.14	15 June 2016
Active Duty Briefing Deck	Para 4.15	30 June 2016
Reserve/Guard Briefing Deck	Para 4.16	30 June 2016
Technical Report	Para 4.17	30 June 2016
Monthly Status Report	Para 4.18	Monthly during PoP

6.0 GOVERNMENT FURNISHED INFORMATION

- 6.1. Service POC list. The Government shall provide a list of relevant Service personnel who will be involved with the New Recruit Survey to the Contractor.
- 6.2. New Recruit Frame. The Government shall provide a list of all New Recruits during the survey administration time frame to the Contractor.
- 6.3. New Recruit Survey. The Government shall provide the list of survey items to the Contractor.

6.4 Survey Packet Delivery. The Government shall deliver the survey administration packets to the new recruits selected to participate in the survey.

CLAUSES INCORPORATED BY FULL TEXT

252.232-7006 WIDE AREA WORKFLOW PAYMENT INSTRUCTIONS (MAY 2013)

(a) Definitions. As used in this clause--

Department of Defense Activity Address Code (DoDAAC) is a six position code that uniquely identifies a unit, activity, or organization.

Document type means the type of payment request or receiving report available for creation in Wide Area WorkFlow (WAWF).

Local processing office (LPO) is the office responsible for payment certification when payment certification is done external to the entitlement system.

(b) Electronic invoicing. The WAWF system is the method to electronically process vendor payment requests and receiving reports, as authorized by DFARS 252.232-7003, Electronic Submission of Payment Requests and Receiving Reports.

(c) WAWF access. To access WAWF, the Contractor shall--

(1) Have a designated electronic business point of contact in the System for Award Management at <https://www.acquisition.gov>; and

(2) Be registered to use WAWF at <https://wawf.eb.mil/> following the step-by-step procedures for self-registration available at this Web site.

(d) WAWF training. The Contractor should follow the training instructions of the WAWF Web-Based Training Course and use the Practice Training Site before submitting payment requests through WAWF. Both can be accessed by selecting the "Web Based Training" link on the WAWF home page at <https://wawf.eb.mil/>.

(e) WAWF methods of document submission. Document submissions may be via Web entry, Electronic Data Interchange, or File Transfer Protocol.

(f) WAWF payment instructions. The Contractor must use the following information when submitting payment requests and receiving reports in WAWF for this contract/order:

(1) Document type. The Contractor shall use the following document type(s).

Invoice and Receiving Report (Combo)

(2) Inspection/acceptance location. The Contractor shall select the following inspection/acceptance location(s) in WAWF, as specified by the contracting officer.

Inspection location: Destination
Acceptance location: Destination

(3) Document routing. The Contractor shall use the information in the Routing Data Table below only to fill in applicable fields in WAWF when creating payment requests and receiving reports in the system.

Routing Data Table*

Field Name in WAWF	Data to be entered in WAWF
Pay Official DoDAAC	HQ0131
Issue By DoDAAC	H98210
Admin DoDAAC	H98210
Inspect By DoDAAC	H98201
Ship To Code	_____
Ship From Code	_____
Mark For Code	_____
Service Approver (DoDAAC)	H98201
Service Acceptor (DoDAAC)	H98201
Accept at Other DoDAAC	_____
LPO DoDAAC	_____
DCAA Auditor DoDAAC	_____
Other DoDAAC(s)	_____

(4) Payment request and supporting documentation. The Contractor shall ensure a payment request includes appropriate contract line item and subline item descriptions of the work performed or supplies delivered, unit price/cost per unit, fee (if applicable), and all relevant back-up documentation, as defined in DFARS Appendix F, (e.g. timesheets) in support of each payment request.

(5) WAWF email notifications. The Contractor shall enter the email address identified below in the "Send Additional Email Notifications" field of WAWF once a document is submitted in the system.

Contract Specialist: (b)(6)
COR: (b)(6)

(g) WAWF point of contact. (1) The Contractor may obtain clarification regarding invoicing in WAWF from the following contracting activity's WAWF point of contact.

WAWF POC: (b)(6)

(2) For technical WAWF help, contact the WAWF helpdesk at 866-618-5988.

(End of clause)

AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT			1. CONTRACT ID CODE	PAGE OF PAGES	
			J	1	2
2. AMENDMENT/MODIFICATION NO. P00006	3. EFFECTIVE DATE 15-Dec-2017	4. REQUISITION/PURCHASE REQ. NO. HQ058440090001000		5. PROJECT NO.(If applicable)	
6. ISSUED BY DEFENSE HUMAN RESOURCES ACTIVITY 4800 MARK CENTER DRIVE, (b)(6) ALEXANDRIA VA 22350-4000	CODE H98210	7. ADMINISTERED BY (If other than item 6) See Item 6			
8. NAME AND ADDRESS OF CONTRACTOR (No., Street, County, State and Zip Code) EORS MARSH GROUP LLC (b)(6) 1010 N. GLEBE RD, STE 510 ARLINGTON VA 22201-5761			9A. AMENDMENT OF SOLICITATION NO.		
			9B. DATED (SEE ITEM 11)		
			X 10A. MOD. OF CONTRACT/ORDER NO. H98210-15-D-0001		
			X 10B. DATED (SEE ITEM 13) 15-Dec-2014		
CODE 360C2	FACILITY CODE				
11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS					
<input type="checkbox"/> The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of Offer <input type="checkbox"/> is extended. <input type="checkbox"/> is not extended.					
<p>Offer must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or as amended by one of the following methods:</p> <p>(a) By completing Items 8 and 15, and returning _____ copies of the amendment; (b) By acknowledging receipt of this amendment on each copy of the offer submitted; or (c) By separate letter or telegram which includes a reference to the solicitation and amendment numbers. FAILURE OF YOUR ACKNOWLEDGMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER. If by virtue of this amendment you desire to change an offer already submitted, such change may be made by telegram or letter, provided each telegram or letter makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.</p>					
12. ACCOUNTING AND APPROPRIATION DATA (If required)					
13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACTS/ORDERS. IT MODIFIES THE CONTRACT/ORDER NO. AS DESCRIBED IN ITEM 14.					
A. THIS CHANGE ORDER IS ISSUED PURSUANT TO: (Specify authority) THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDER NO. IN ITEM 10A.					
B. THE ABOVE NUMBERED CONTRACT/ORDER IS MODIFIED TO REFLECT THE ADMINISTRATIVE CHANGES (such as changes in paying office, appropriation date, etc.) SET FORTH IN ITEM 14, PURSUANT TO THE AUTHORITY OF FAR 43.103(B).					
X C. THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO PURSUANT TO AUTHORITY OF: FAR 52.217-9					
D. OTHER (Specify type of modification and authority)					
E. IMPORTANT: Contractor <input checked="" type="checkbox"/> is not, <input type="checkbox"/> is required to sign this document and return _____ copies to the issuing office.					
14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by UCF section headings, including solicitation/contract subject matter where feasible.) Modification Control Number: (b)(4);(b)(3);10 USC 6.2305(a) The purpose of this modification is to exercise option period 3. As a result the period of performance is extended to 14 December 2018.					
Except as provided herein, all terms and conditions of the document referenced in Item 9A or 10A, as heretofore changed, remains unchanged and in full force and effect.					
15A. NAME AND TITLE OF SIGNER (Type or print)			16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print)		
			(b)(6) CONTRACTING OFFICER		
			TEL: (b)(6) EMAIL: (b)(6)		
15B. CONTRACTOR/OFFEROR	15C. DATE SIGNED	16B. UNITED STATES OF AMERICA		16C. DATE SIGNED	
(Signature of person authorized to sign)		BY (b)(6)		06-Dec-2017	
		(Signature of Contracting Officer)			

SECTION SF 30 BLOCK 14 CONTINUATION PAGE

SUMMARY OF CHANGES

SECTION SF 1449 - CONTINUATION SHEET

SOLICITATION/CONTRACT FORM

The total cost of this contract was increased by \$9,815,518.54 from \$29,505,567.86 (EST) to \$39,321,086.40 (EST).

SUPPLIES OR SERVICES AND PRICES

CLIN 3001

The option status has changed from Option to Option Exercised.

CLIN 3002

The option status has changed from Option to Option Exercised.

(End of Summary of Changes)

2. CONTRACT NO. H98210-15-D-0001	3. AWARD/EFFECTIVE DATE 15-Aug-2015	4. ORDER NUMBER 0008	5. SOLICITATION NUMBER	6. SOLICITATION ISSUE DATE
7. FOR SOLICITATION INFORMATION CALL:		a. NAME	b. TELEPHONE NUMBER (No Collect Calls)	8. OFFER DUE DATE/LOCAL TIME

9. ISSUED BY DEFENSE HUMAN RESOURCES ACTIVITY 4800 MARK CENTER DRIVE. (b)(6) ALEXANDRIA VA 22350-4000 TEL: FAX:	CODE H98210	10. THIS ACQUISITION IS <input checked="" type="checkbox"/> SMALL BUSINESS <input type="checkbox"/> HUBZONE SMALL BUSINESS <input type="checkbox"/> SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS	<input type="checkbox"/> UNRESTRICTED OR <input checked="" type="checkbox"/> SET ASIDE: 100 % FOR: <input type="checkbox"/> WOMEN-OWNED SMALL BUSINESS (WOSB) ELIGIBLE UNDER THE WOMEN-OWNED SMALL BUSINESS PROGRAM <input type="checkbox"/> EDWOSB NAICS: 541910 SIZE STANDARD: \$14,000,000
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11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED <input type="checkbox"/> SEE SCHEDULE	12. DISCOUNT TERMS Net 30	<input type="checkbox"/> 13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700)	13b. RATING	14. METHOD OF SOLICITATION <input type="checkbox"/> RFQ <input type="checkbox"/> IFB <input type="checkbox"/> RFP
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15. DELIVER TO JOINT ADVERT. MKT RES. STUDIES (JAMRS) (b)(6) 1919 SOUTH LEADS STREET SUITE 100 ARLINGTON VA 22202	CODE HQ0584	16. ADMINISTERED BY DEFENSE HUMAN RESOURCES ACTIVITY 4800 MARK CENTER DRIVE, SUITE 07G12 ALEXANDRIA VA 22350-1300	CODE H98210
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17a. CONTRACTOR/OFFEROR FORS MARSH GROUP LLC (b)(6) 1010 N. GLEBE RD., STE 510 ARLINGTON VA 22201-5761 TELEPHONE NO. (b)(6)	CODE 360C2	FACILITY CODE	18a. PAYMENT WILL BE MADE BY DFAS COLUMBUS CENTER DFAS-CO/JAQ ATTN: CAPSW/OR P2 PO BOX 369016 COLUMBUS OH 43236-9016	CODE HQ0131
--	---------------	---------------	---	----------------

<input type="checkbox"/> 17b. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER	18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a. UNLESS BLOCK BELOW IS CHECKED <input checked="" type="checkbox"/> SEE ADDENDUM
--	--

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
SEE SCHEDULE					

25. ACCOUNTING AND APPROPRIATION DATA See Schedule	26. TOTAL AWARD AMOUNT (For Govt. Use Only) \$854,286.00
--	--

<input type="checkbox"/> 27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1. 52.212-4. FAR 52.212-3. 52.212-5 ARE ATTACHED. ADDENDA <input type="checkbox"/> ARE <input type="checkbox"/> ARE NOT ATTACHED	<input type="checkbox"/> 27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4. FAR 52.212-5 IS ATTACHED. ADDENDA <input type="checkbox"/> ARE <input type="checkbox"/> ARE NOT ATTACHED
--	--

<input type="checkbox"/> 28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN 0 COPIES TO ISSUING OFFICE. CONTRACTOR AGREES TO FURNISH AND DELIVER ALL ITEMS SET FORTH OR OTHERWISE IDENTIFIED ABOVE AND ON ANY ADDITIONAL SHEETS SUBJECT TO THE TERMS AND CONDITIONS SPECIFIED.	<input checked="" type="checkbox"/> 29. AWARD OF CONTRACT: REF. Technical and Price proposal OFFER DATED 11-Aug-2015 . YOUR OFFER ON SOLICITATION (BLOCK 5), INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN, IS ACCEPTED AS TO ITEMS: SEE SCHEDULE
---	---

30a. SIGNATURE OF OFFEROR/CONTRACTOR	31a. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER) (b)(6)
--------------------------------------	--

30b. NAME AND TITLE OF SIGNER (TYPE OR PRINT)	30c. DATE SIGNED	31b. NAME OF CONTRACTING OFFICER (TYPE OR PRINT) (b)(6) Contract Specialist TEL: (b)(6) EMAIL: (b)(6)	31c. DATE SIGNED 14-Aug-2015
--	------------------	--	---------------------------------

**SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS
(CONTINUED)**

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
SEE SCHEDULE					

32a. QUANTITY IN COLUMN 21 HAS BEEN
 RECEIVED INSPECTED ACCEPTED, AND CONFORMS TO THE CONTRACT, EXCEPT AS NOTED: _____

32b. SIGNATURE OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32c. DATE	32d. PRINTED NAME AND TITLE OF AUTHORIZED GOVERNMENT REPRESENTATIVE
--	-----------	---

32e. MAILING ADDRESS OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32f. TELEPHONE NUMBER OF AUTHORIZED GOVERNMENT REPRESENTATIVE
32g. E-MAIL OF AUTHORIZED GOVERNMENT REPRESENTATIVE	

33. SHIP NUMBER <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	34. VOUCHER NUMBER	35. AMOUNT VERIFIED CORRECT FOR	36. PAYMENT <input type="checkbox"/> COMPLETE <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	37. CHECK NUMBER
--	--------------------	---------------------------------	--	------------------

38. S/R ACCOUNT NUMBER	39. S/R VOUCHER NUMBER	40. PAID BY
------------------------	------------------------	-------------

41a. I CERTIFY THIS ACCOUNT IS CORRECT AND PROPER FOR PAYMENT	42a. RECEIVED BY <i>(Print)</i>		
41b. SIGNATURE AND TITLE OF CERTIFYING OFFICER	41c. DATE	42b. RECEIVED AT <i>(Location)</i>	
		42c. DATE REC'D <i>(YY/MM/DD)</i>	42d. TOTAL CONTAINERS

Section SF 1449 - CONTINUATION SHEET

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
0001	Survey Services and Market Research FFP FOB: Destination PURCHASE REQUEST NUMBER: H9820151970001000	854,286	Each	\$1.00	\$854,286.00
NET AMT					\$854,286.00
ACRN AA CIN: H98201519700010000001					\$854,286.00

ACCOUNTING AND APPROPRIATION DATA

AA: 9750100 7301 001 86001 2527 XDZ H5A5 H9820151970001 033181
AMOUNT: \$854,286.00
CIN H98201519700010000001: \$854,286.00

INSPECTION AND ACCEPTANCE TERMS

Supplies/services will be inspected/accepted at:

CLIN	INSPECT AT	INSPECT BY	ACCEPT AT	ACCEPT BY
0001	Destination	Government	Destination	Government

DELIVERY INFORMATION

CLIN	DELIVERY DATE	QUANTITY	SHIP TO ADDRESS	DODAAC
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0001	POP 15-AUG-2015 TO 14-AUG-2016	N/A	JOINT ADVERT, MKT RES, STUDIES (JAMRS) (b)(6) 1919 SOUTH EADS STREET SUITE 100 ARLINGTON VA 22202 (b)(6) FOB: Destination	HQ0584
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Administrative - Points of Contact:

Contract Specialist:

(b)(6)

(b)(6)

Performance Work Statement JAMRS FY15 Youth Poll – Fall

1.0 INTRODUCTION

The Joint Advertising, Market Research and Studies (JAMRS) program requires a Contractor to administer the currently continuously fielding, Youth Poll survey. The work involves survey planning, design and development, conducting and administering surveys, analysis of quantitative and qualitative survey data, production of reports regarding the results of the surveys, and determining prospect market trends and conditions based on results.

2.0 BACKGROUND

The DoD Youth Poll is one of the Joint Advertising, Market Research and Studies (JAMRS) program's core projects. The Youth Poll is a tracking study that serves as DoD's official source of information on the prospect market (i.e., youth between the ages of 16 and 24 years old). The Youth Poll provides frequent monitoring of youth's propensity and other key metrics (e.g., motivators and barriers to service, knowledge of military careers) that are vital to the Department's ability to detect changes in the youth market and allocate recruiting resources in the most efficient and effective manner. Thus, ultimately, the end goal of the Youth Poll is to provide OUSD(P&R) and the Services information necessary to make strategic and tactical recruitment-related decisions.

For over 35 years, the Department has been measuring propensity as it is the single best predictor of actual enlistment behavior and therefore essential for forecasting future recruitment supply. JAMRS is responsible for tracking propensity via the Youth Poll so as to prevent duplicative efforts within the Department. Because each of the Services, agencies, and programs require this information, it is much more cost-effective for one central agency to perform and disseminate the research rather than having each conduct similar studies independently. In addition to propensity, the Youth Poll tracks:

- attitudes toward joining the Military;

- knowledge of Military career options;
- engagement in pre-enlistment behaviors;
- reasons youth state for and against joining the Military; and
- perceptions of current events and the economy.

3.0 SCOPE

The Contractor shall provide all personnel, equipment, materials and other items necessary to perform Youth Poll market research and survey services.

4.0 REQUIREMENTS

The Contractor shall:

4.1 Attend a kickoff meeting in Arlington, Va. The purpose of the kickoff meeting is to clarify JAMRS' objectives and to discuss how the Contractor will address those objectives. Prepare and present a Project Activity Plan outlining all key tasks associated with all deliverables and their associated timelines required for complete execution of the task order. The Contractor shall provide JAMRS a written summary of the kick-off meeting discussion along with a plan for research.

4.2 Assist JAMRS in developing a questionnaire for the Spring 2016 Youth Poll module. Develop a survey content plan such that every questionnaire shall contain the same base set of questions designed to track key metrics (propensity to join the Military, future plans, consideration for joining the Military, military related knowledge, military favorability, engagement in pre-enlistment behaviors and perceptions of the economy) but will also allow flexibility for new questions and diverse content areas that can be tracked year over year while keeping survey administration times to less than 25 minutes. The questionnaires shall incorporate topics and/or items from previous years' Youth Poll surveys, input from Service POCS, and important constructs identified by JAMRS or through relevant literature.

4.3 Develop all mailing materials associated with the Spring 2016 Youth Poll administration that are serialized for tracking purposes including: all notifications, cover letters, invitations letters, postcards, envelopes, questionnaires and return envelopes to be mailed to youth for the Youth Poll Spring 2016 administration.

4.4 Ensure all survey instruments and study protocols are compliant with the Office of the Under Secretary of Defense for Personnel and Readiness (OUSD P&R) Research Regulatory Oversight Office (R2O2) and all personnel involved with the study are up to date on human subjects research and ethics training. Furthermore, provide JAMRS personnel with a complete study protocol package will all necessary information and documentation to be submitted to the Government's R2O2 office for review and determination.

4.5 Conduct surveys on a continually fielding basis such that the following specifications are met:

4.5.1 One administrations of the Youth Poll is conducted with a sample of nationally representative respondents between the ages of 16 and 24. For the administration, the sample shall be large enough using probability sampling techniques so that the data may be weighted to the national population and provide meaningful subgroup estimates with reasonable standard error estimates. Specifically, the design effect for key questions should typically be less than 2.0 and the sample size shall be sufficiently large enough to provide meaningful estimates for race/ethnicity by gender splits per administration. Data weights shall be developed for monthly data sets and wave-level data sets.

4.5.2 Adhere to the following survey specifications:

4.5.2.1 Mail to at least 40,000 youth per module, ensuring sampling accounts for gender, age, and state. Each module should result in roughly 5500 eligible responders.

4.5.2.2 Administer the survey, which should include a pre-notification, a reminder/thank you postcard, and survey packages.

4.5.2.3 Perform quality control checks on survey mailings and data entry.

4.5.2.4 Provide procedures that allows for respondents to ask questions about the survey, to report changes in status/address information, and to make survey requests.

4.6.1 Deliver via email, or other mutually agreeable electronic means, four weighted monthly datasets for data collected during December through March of this period of performance, as well as two complete weighted module dataset covering Fall 2015 and Spring 2016. This data shall be delivered to JAMRS in SPSS and STATA formats. The datasets shall be made in a manner that is consistent with all previous waves of administration. This includes variable names, variable labels, values, and value labels that are consistent across administrations and with the questionnaire.

4.6.2 Deliver Annotated Questionnaires. The Contractor shall create and deliver via email or other electronic means annotated questionnaires, for Fall 2015 and Spring 2016, that link questionnaire items with variables and values in the survey database and shall include and document any administrative items included in the database

(such as wave number, date of survey, etc.). The annotated questionnaires shall be delivered within one month after the end of each administration.

4.7 Develop a propensity update briefing deck (i.e., YP Fall 2015) focusing on trends in youth propensity and four executive summaries/snapshots in the form of PowerPoint slides summarizing key trends in propensity and other tracking metrics from the base set of items measured in every Youth Poll questionnaire.

4.8 Develop two briefing deck that highlights key findings from unique aspects of the Summer 2015 and Fall 2015 Youth Poll modules.

4.9 Deliver a weighted dataset covering all CY2015 Youth Poll data to be used for state-level analysis.

4.10 Document the sampling; data collection; weighting; and analytic procedures for the Summer 2015 module and Fall 2015 module in two separate Technical Reports.

4.11 Develop an annual coverage report to evaluate how well the list frame captures the target youth population.

APPROXIMATE YOUTH POLL (YP) SURVEY & BRIEFING DECK SCHEDULE

Period of Performance 15 August 2015 through 14 August 2016

Study Wave	Data Collection (when new sample is released; allow 2 months after last date to end fielding window)	Module Weighted Data	Annotated Questionnaire	Propensity Briefing Deck	Module Briefing Deck
YP32 – Summer 2015	NA	NA	NA	NA	March 2016
YP33 - Fall 2015	Sept - December 2015	March 2016	NA	May 2016	July 2016
YP34 – Spring 2016	January - April 2016	August 2016	November 2015	NA	NA

4.12 Develop a briefing deck that summarizes key findings from the Paired Parent Poll data being collected in the fall of 2015 among parents of Youth Poll responders.

4.13 Monthly Status report, which includes the status of relevant issues associated with each tasking and a description of the remaining work to be done on the task.

5.0 DELIVERABLES

Deliverable	Ref.	Delivery Date
Kick-off meeting	Para 4.1	Within 1 week of award date
Written summary of Kick-off meeting	Para 4.1	Within 1 week of kick-off mtg.
YP 2016 Spring Questionnaires	Para 4.2	20 November 2015
YP 2016 Spring Mailing Materials	Para 4.3	14 December 2015
Submit materials for Government R2O2 Review	Para 4.4	At least 2 weeks prior to printing
Weighted YP Fall 2015 Dataset	Para 4.6.1	7 March 2016
Weighted YP Spring 2016 Dataset	Para 4.6.1	7 August 2016
8 Weighted YP Monthly Datasets	Para 4.6.1	December through March of PoP
Fall 2015 Annotated Questionnaire	Para 4.6.2	6 April 2016

Deliverable	Ref.	Delivery Date
Spring 2016 Annotated Questionnaire	Para 4.6.2	7 August 2016
YP 2015 Fall Propensity Deck	Para 4.7	4 May 2016
Monthly YP Executive Summaries (December through March)	Para 4.7	December through March during PoP
YP 2015 Summer Module Brief	Para 4.8	7 March 2016
YP 2015 Fall Module Brief	Para 4.8	10 July 2016
Calendar Year 2015 dataset	Para 4.9	End of PoP
YP 2015 Summer Tech Report	Para 4.10	7 March 2016
YP 2015 Fall Tech Report	Para 4.10	10 July 2016
Annual Coverage Report	Para 4.11	10 July 2016
Paired Parent Brief	Para 4.12	May 30 2016
Monthly Status Report	Para 4.13	Monthly during PoP by last workday of the month

6.0 GOVERNMENT FURNISHED INFORMATION

6.1 Sample Frame. JAMRS shall provide a sample frame that covers approximately 90% of the youth population (names and addresses for 16-24 year olds) for the Contractor to use to draw the samples for each administration of the Youth Poll.

6.2 Questionnaires. JAMRS shall provide previous Youth Poll questionnaires for the Contractor to use in the development of questionnaires.

CLAUSES INCORPORATED BY FULL TEXT

252.232-7006 WIDE AREA WORKFLOW PAYMENT INSTRUCTIONS (MAY 2013)

(a) Definitions. As used in this clause--

Department of Defense Activity Address Code (DoDAAC) is a six position code that uniquely identifies a unit, activity, or organization.

Document type means the type of payment request or receiving report available for creation in Wide Area WorkFlow (WAWF).

Local processing office (LPO) is the office responsible for payment certification when payment certification is done external to the entitlement system.

(b) Electronic invoicing. The WAWF system is the method to electronically process vendor payment requests and receiving reports, as authorized by DFARS 252.232-7003, Electronic Submission of Payment Requests and Receiving Reports.

(c) WAWF access. To access WAWF, the Contractor shall--

(1) Have a designated electronic business point of contact in the System for Award Management at <https://www.acquisition.gov>; and

(2) Be registered to use WAWF at <https://wawf.cb.mil/> following the step-by-step procedures for self-registration available at this Web site.

(d) WAWF training. The Contractor should follow the training instructions of the WAWF Web-Based Training Course and use the Practice Training Site before submitting payment requests through WAWF. Both can be accessed by selecting the "Web Based Training" link on the WAWF home page at <https://wawf.cb.mil/>.

(e) WAWF methods of document submission. Document submissions may be via Web entry, Electronic Data Interchange, or File Transfer Protocol.

(f) WAWF payment instructions. The Contractor must use the following information when submitting payment requests and receiving reports in WAWF for this contract/order:

(1) Document type. The Contractor shall use the following document type(s).

Invoice and Receiving Report (Combo)

(2) Inspection/acceptance location. The Contractor shall select the following inspection/acceptance location(s) in WAWF, as specified by the contracting officer.

Inspection location: Destination

Acceptance location: Destination

(3) Document routing. The Contractor shall use the information in the Routing Data Table below only to fill in applicable fields in WAWF when creating payment requests and receiving reports in the system.

Routing Data Table*

Field Name in WAWF	Data to be entered in WAWF
Pay Official DoDAAC	HQ0131
Issue By DoDAAC	H98210
Admin DoDAAC	H98210
Inspect By DoDAAC	H98201
Ship To Code	_____
Ship From Code	_____
Mark For Code	_____
Service Approver (DoDAAC)	H98201
Service Acceptor (DoDAAC)	H98201
Accept at Other DoDAAC	_____
LPO DoDAAC	_____

DCAA Auditor DoDAAC _____
Other DoDAAC(s) _____

(4) Payment request and supporting documentation. The Contractor shall ensure a payment request includes appropriate contract line item and subline item descriptions of the work performed or supplies delivered, unit price/cost per unit, fee (if applicable), and all relevant back-up documentation, as defined in DFARS Appendix F, (e.g. timesheets) in support of each payment request.

(5) WAWF email notifications. The Contractor shall enter the email address identified below in the "Send Additional Email Notifications" field of WAWF once a document is submitted in the system.

Contract Specialist: (b)(6) _____
COR: (b)(6) _____

(g) WAWF point of contact. (1) The Contractor may obtain clarification regarding invoicing in WAWF from the following contracting activity's WAWF point of contact.

WAWF POC: (b)(6) _____

(2) For technical WAWF help, contact the WAWF helpdesk at 866-618-5988.

(End of clause)

SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS
 OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, AND 30

1. REQUISITION NUMBER
 H9820151970003000

PAGE 1 OF 9

2. CONTRACT NO.
 H98210-15-D-0001

3. AWARD/EFFECTIVE DATE
 02-Sep-2015

4. ORDER NUMBER
 0009

5. SOLICITATION NUMBER

6. SOLICITATION ISSUE DATE

7. FOR SOLICITATION INFORMATION CALL:

a. NAME

b. TELEPHONE NUMBER (No Collect Calls)

8. OFFER DUE DATE/LOCAL TIME

9. ISSUED BY
 DEFENSE HUMAN RESOURCES ACTIVITY
 4800 MARK CENTER DRIVE,
 (b)(6)
 ALEXANDRIA VA 22350-4000

CODE H98210

10. THIS ACQUISITION IS
 SMALL BUSINESS
 HUBZONE SMALL BUSINESS
 SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS

UNRESTRICTED OR SET ASIDE: 100 % FOR:
 WOMEN-OWNED SMALL BUSINESS (WOSB) ELIGIBLE UNDER THE WOMEN-OWNED SMALL BUSINESS PROGRAM
 EDWOSB
 8(A)

NAICS: 541910
 SIZE STANDARD: \$14,000,000

11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED
 SEE SCHEDULE

12. DISCOUNT TERMS
 Net 30

13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700)

13b. RATING

14. METHOD OF SOLICITATION
 RFQ IFB RFP

15. DELIVER TO
 JOINT ADVERT. MKT RES. STUDIES (JAMRS)
 (b)(6)
 1919 SOUTH EADS STREET SUITE 100
 ARLINGTON VA 22202

CODE HQ0584

16. ADMINISTERED BY
 DEFENSE HUMAN RESOURCES ACTIVITY
 4800 MARK CENTER DRIVE,
 SUITE 07G12
 ALEXANDRIA VA 22350-1300

CODE H98210

17a. CONTRACTOR/OFFEROR
 FORS MARSH GROUP LLC
 (b)(6)
 1010 N. GLEBE RD., STE 510
 ARLINGTON VA 22201-5761

CODE 360C2

FACILITY CODE

18a. PAYMENT WILL BE MADE BY
 DFAS COLUMBUS CENTER
 DFAS-CO/JAQ
 ATTN: CAPSW/OR P2
 PO BOX 369016
 COLUMBUS OH 43236-9016

CODE HQ0131

17b. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER

18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a. UNLESS BLOCK BELOW IS CHECKED SEE ADDENDUM

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
SEE SCHEDULE					

25. ACCOUNTING AND APPROPRIATION DATA
See Schedule

26. TOTAL AWARD AMOUNT (For Govt. Use Only)
\$387,058.09

27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1. 52.212-4. FAR 52.212-3. 52.212-5 ARE ATTACHED. ADDENDA ARE ARE NOT ATTACHED

27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4. FAR 52.212-5 IS ATTACHED. ADDENDA ARE ARE NOT ATTACHED

28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN 0 COPIES TO ISSUING OFFICE. CONTRACTOR AGREES TO FURNISH AND DELIVER ALL ITEMS SET FORTH OR OTHERWISE IDENTIFIED ABOVE AND ON ANY ADDITIONAL SHEETS SUBJECT TO THE TERMS AND CONDITIONS SPECIFIED.

29. AWARD OF CONTRACT: REF. Technical & Price Proposal OFFER DATED 11-Aug-2015. YOUR OFFER ON SOLICITATION (BLOCK 5), INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN, IS ACCEPTED AS TO ITEMS: SEE SCHEDULE

30a. SIGNATURE OF OFFEROR/CONTRACTOR

31a. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER)
 (b)(6)

30b. NAME AND TITLE OF SIGNER
 (TYPE OR PRINT)

30c. DATE SIGNED

31b. NAME OF CONTRACTING OFFICER (TYPE OR PRINT)
 (b)(6) Contract Specialist
 TEL: (b)(6)
 EMAIL: (b)(6)

31c. DATE SIGNED
 25-Aug-2015

**SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS
(CONTINUED)**

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
<p>SEE SCHEDULE</p>					

32a. QUANTITY IN COLUMN 21 HAS BEEN
 RECEIVED INSPECTED ACCEPTED, AND CONFORMS TO THE CONTRACT, EXCEPT AS NOTED: _____

32b. SIGNATURE OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32c. DATE	32d. PRINTED NAME AND TITLE OF AUTHORIZED GOVERNMENT REPRESENTATIVE
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32e. MAILING ADDRESS OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32f. TELEPHONE NUMBER OF AUTHORIZED GOVERNMENT REPRESENTATIVE
32g. E-MAIL OF AUTHORIZED GOVERNMENT REPRESENTATIVE	

33. SHIP NUMBER <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	34. VOUCHER NUMBER	35. AMOUNT VERIFIED CORRECT FOR	36. PAYMENT <input type="checkbox"/> COMPLETE <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	37. CHECK NUMBER
--	--------------------	---------------------------------	--	------------------

38. S/R ACCOUNT NUMBER	39. S/R VOUCHER NUMBER	40. PAID BY
------------------------	------------------------	-------------

41a. I CERTIFY THIS ACCOUNT IS CORRECT AND PROPER FOR PAYMENT	42a. RECEIVED BY (<i>Print</i>)		
41b. SIGNATURE AND TITLE OF CERTIFYING OFFICER	41c. DATE	42b. RECEIVED AT (<i>Location</i>)	
		42c. DATE REC'D (<i>YY/MM/DD</i>)	42d. TOTAL CONTAINERS

Section SF 1449 - CONTINUATION SHEET

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
0001	Survey Services and Market Research FFP FOB: Destination PURCHASE REQUEST NUMBER: H9820151970003000	387,058.09	Each	\$1.00	\$387,058.09
					NET AMT
					\$387,058.09
ACRN AA					\$387,058.09
CIN: H98201519700030000001					

ACCOUNTING AND APPROPRIATION DATA

AA: 9750100 7301 001 86001 2527 XDZ H5A5 H9820151970003 033181
 AMOUNT: \$387,058.09
 CIN H98201519700030000001: \$387,058.09

INSPECTION AND ACCEPTANCE TERMS

Supplies/services will be inspected/accepted at:

CLIN	INSPECT AT	INSPECT BY	ACCEPT AT	ACCEPT BY
0001	Destination	Government	Destination	Government

DELIVERY INFORMATION

CLIN	DELIVERY DATE	QUANTITY	SHIP TO ADDRESS	DODAAC
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0001	POP 02-SEP-2015 TO 01-SEP-2016	N/A	JOINT ADVERT, MKT RES, STUDIES (JAMRS) (b)(6) 1919 SOUTH EADS STREET SUITE 100 ARLINGTON VA 22202 (b)(6) FOB: Destination	HQ0584
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Administrative - Points of Contact:

Contract Specialist:

(b)(6)

(b)(6)

Performance Work Statement Recruiter Quality of Life 2016 – Data Collection

1.0 INTRODUCTION

The Joint Advertising Market Research and Studies (JAMRS) program requires Contractor services to conduct a Recruiter Quality of Life Survey (RQS). Specifically, a large scale survey examining military recruiters' quality of life, mental health, and productivity and the issues that affect their ability to achieve mission goals in order to gain insights on factors that may alleviate work-life balance stressors as well as improve work satisfaction and productivity.

2.0 BACKGROUND

JAMRS is an official DoD program for joint marketing communications and market research and studies. Its mission is to measure and help broaden people's understanding of military service as a career option, and its programs help bolster the effectiveness of all the Services' recruiting and retention efforts. One of JAMRS' core functions is to perform market and recruiting studies in order to provide valuable resources to recruiting professionals across all branches of the Military and agencies of the Department of Defense (DoD).

3.0 SCOPE

The Contractor shall provide personnel, equipment, tools, materials, management and non-personal services necessary to perform a large scale, multi-wave recruiter survey among a sample large enough to be representative of the enlistment production recruiters from each military service as defined in this Performance Work Statement except as specified in Para 6.0.

4.0 REQUIREMENTS

The Contractor shall:

- 4.1 Attend a kickoff meeting in Arlington, Va. The purpose of the kickoff meeting is to clarify JAMRS' objectives and to discuss how the Contractor will address those objectives. Prepare and present a Project Activity Plan outlining all key tasks associated with all deliverables and their associated timelines required for complete execution of the task order. The Contractor shall provide JAMRS a written summary of the kick-off meeting discussion along with a plan for research.

- 4.2 Develop a questionnaire designed to measure recruiters' quality of life, including health and well-being, as well as their work satisfaction, productivity, and the constructs that are likely to influence these factors. The questionnaire shall incorporate aspects from previous years' RQS surveys, input from Service POCS, and important constructs identified through background research of relevant literature.
- 4.3 Develop all mailing materials for the RQS:
 - 4.3.1 Develop all notification, cover letters and invitation letters to be mailed to the recruiters inviting and reminding them to take the survey. Note: In the past, we have used separate letterheads and signatories for each individual Service/Component (this has increased response rates). The Government will obtain the letterhead and signatures from each of the Services/Components. The Contractor shall plan on coordinating at least 10 different letterheads and signatures for printing each letter.
 - 4.3.2 Develop postcards sent to remind respondents to participate.
 - 4.3.3 Develop envelopes used to mail letters and return envelopes for completed questionnaires.
 - 4.3.4 Produce serializing questionnaires, letters, postcards and envelopes. All printed surveys, most letters, all postcards and all envelopes shall be serialized with a unique number &/or online login ID for tracking purposes.
 - 4.3.5 Develop and provide thank you emails or letters to participants who completed a survey. The thank you letter should include mention of various resources available for mental health related issues.
- 4.4 Conduct pilot test interviews with recruiters from multiple services to gather feedback on the updated questionnaire and materials. The Contractor shall revise the questionnaire and mailing materials based on insights gained from the pilot tests.
- 4.5 Ensure all survey instruments and study protocols are compliant with the Office of the Under Secretary of Defense for Personnel and Readiness (OUSD P&R) Research Regulatory Oversight Office (R2O2) and all personnel involved with the study are up to date on human subjects research and ethics training. Furthermore, provide JAMRS personnel with a complete study protocol package with all necessary information and documentation to be submitted to the Government's R2O2 office for review and determination.
- 4.6 Develop a plan to obtain a representative sample (using stratified simple random sampling) of recruiters from each of the 10 Services and Reserve Components (strata). The Government will provide a file containing sample frame information for the population of military recruiters. In total, the sample shall include approximately 10,000 recruiters.
- 4.7 Draw the sample according to the plan described in paragraph 4.6 and send the sample file to the Government.
- 4.8 Document the sampling procedures in a Draft Sampling Chapter to be reviewed by the Government. Government comments shall be incorporated into a Final Sampling Chapter.
- 4.9 Organize, coordinate and perform administration of the survey (mailing to begin on/about 1 March 2016). The survey should use a dual mode administration (i.e., web and paper). This will entail both e-mail and postal service mail contacts. The survey field shall close upon Government approval after considering the proposed administration and response rates. Responses are expected to be received from approximately 50% of the sample. The administration shall consist of several steps, including:
 - 4.9.1 Provide an online survey. The Contractor shall format the questionnaire and host the survey on a secure server. The online survey shall include an option to save partial survey responses and return at a later time to complete the survey. The contractor shall host a beta version of the survey to be reviewed by the Government. The Contractor shall incorporate Government feedback into the final version of the online survey.
 - 4.9.2 Provide a paper survey. The Contractor shall also format the questionnaire in a paper format. The questionnaire shall be formatted so that the responses may be scanned, manually entered with 100% verification or some other entry methodology mutually agreeable to the Government.
 - 4.9.3 Provide multiple survey contact points. The Contractor shall use a dual mode to contact participants (i.e., email and postal service mail). Some administration elements used in past Recruiter Surveys include: Notification letter. An initial (Service-specific) contact letter sent to all sample participants to notify them of the upcoming survey and to direct them to update or change their contact information. Administration letter. A (Service-specific) letter sent to all eligible sample participants and include instructions for logging on to the survey website.

- Reminder/thank you postcard. A follow-up postcard sent to all eligible sample participants to remind them about the survey or thank them for participating.
- Administration package. A package sent to non-respondents which includes a (Service-specific) letter with web login reminder, a paper copy of the survey and a postage-paid return envelope for return of the paper survey.
- 4.9.4 Provide for mailing assembly and postage. The Contractor will provide mailing materials to include all printed letters, printed surveys and all envelopes with printed return addresses, and printed business reply envelopes. The Contractor shall collect, assemble, and post all mailings. The Contractor is responsible for outgoing postage as well as business reply/survey return postage.
- 4.9.5 Provide quality control. The Contractor shall perform a minimum ten percent quality control check on survey mailings.
- 4.9.6 Provide survey tracking. The Contractor shall establish and maintain a survey control system which shall track the status of all sample members (disposition codes and definitions will be provided by the Government), mail outs, survey returns, change of address information and requests for a paper copy of the survey. The survey control system shall also include variables provided by the Government. During the survey mailing period, the Contractor shall provide a weekly report to the Government which provides the status of sample members, mail outs and survey returns.
- 4.9.7 Provide survey help. The Contractor shall provide an email address, website, and 1-800 number/voicemail for recruiters to ask questions about the survey, to report change of status and address information and to request a paper option to the survey.
- 4.10 Manage the data collection such that responses from the online and paper surveys are combined into a single dataset without compromising data integrity.
- 4.11 Develop full-sample weights for the survey. The Contractor shall advise the Government on appropriate weighting techniques to be used. Considerations should include non-response adjustment and creation of weights appropriate for variance estimation using Taylor-series expansion. A weighting plan shall be approved by the Government and used to develop the weighted dataset (see below). The Contractor shall document the weighting procedures in a Draft Weighting Chapter to be reviewed by the Government. Government comments shall be incorporated into a Final Weighting Chapter in the Technical Report.
- 4.12 Provide the Government with clean datasets in SPSS format and STATA format. These datasets shall include the following:
- 4.12.1 Deliver an unweighted dataset. After closing the field and ensuring the data are final, the Contractor shall provide the final, unweighted dataset to the Government.
- 4.12.2 Deliver an open ended responses dataset. The Contractor shall develop a dataset with write-in survey responses for the Government to content code and review.
- 4.12.3 Deliver a weighted, analytical dataset. Upon completion of developing the full sample weights, the Contractor shall provide the final, weighted dataset to the Government which shall include all appended variables of interest as well as any relevant scale variables created.
- 4.12.4 Deliver a public use dataset. The Contractor shall develop a dataset for public use and conduct a confidentiality analysis to scrub the public use data of any response that may reveal a recruiter's identity.
- 4.13 Provide a means of identifying potential 'red flag' open-ended comments that may contain language conveying the respondent may do harm to themselves or others. The identification of these red flag comments should involve a review by an individual experienced in clinical psychology.
- 4.14 Document the survey methodology for the RQS, as well as the sampling and weighting procedures, and confidentiality analysis in a technical report that will be delivered to the Government. An initial draft of this document shall be submitted for Government review. Government revisions and comments shall be addressed in the final draft.
- 4.15 Provide findings on key metrics (e.g, goal achievability, satisfaction, improprieties, health/well-being) in an executive briefing for DoD leadership.
- 4.16 Provide the COR with a Monthly Status report, which includes the status of relevant issues associated with each tasking and a description of the remaining work to be done on the task.
- 5.0 DELIVERABLES

		PoP: 2 Sept 2015 – 1 Sept 2016
Deliverable	Ref.	Delivery Date (on or about)

		PoP: 2 Sept 2015 – 1 Sept 2016
Deliverable	Ref.	Delivery Date (on or about)
Kick-off meeting	Para 4.1	Within 1 week of award
Written summary of Kick-off meeting	Para 4.1	Within 1 week of kick-off mtg
Draft Questionnaire	Para 4.2	15 October 2015
IRB Submission	Para 4.5	20 December 2015
Sample Plan	Para 4.6	5 January 2016
Beta Online Survey	Para 4.9.1	10 January 2016
Final Online Survey	Para 4.9.1	25 January 2016
Final Paper Survey	Para 4.9.2	25 January 2016
Survey Sample	Para 4.7	7 February 2016
Report on Survey Tracking	Para 4.9.6	Weekly during survey admin
Weighting Plan	Para 4.12	14 June 2016
Unweighted Dataset	Para 4.12.1	15 July 2014
Write-In Response Dataset	Para 4.12.2	15 July 2014
Weighted Analytical Dataset	Para 4.12.3	29 July 2014
Public Use Data Set	Para 4.12.4	End of PoP
Red Flag Comment Assessment	Para 4.13	1 month prior to end of PoP
Technical Report	Para 4.14	End of PoP
Executive Briefing	Para 4.15	End of PoP
Monthly Status Meeting	Para 4.16	Monthly during PoP

6.0 GOVERNMENT FURNISHED INFORMATION

- 6.1 Service POC contact information. The Government will provide point of contact information of military service representatives who have agreed to help coordinate the survey effort.
- 6.2 Personnel. The Government will provide personnel to assist with data collection plan, survey development, frame data, service coordination, obtaining recruiting command signatures, data requests from DMDC, and deliverable review.

CLAUSES INCORPORATED BY FULL TEXT

252.232-7006 WIDE AREA WORKFLOW PAYMENT INSTRUCTIONS (MAY 2013)

(a) Definitions. As used in this clause--

Department of Defense Activity Address Code (DoDAAC) is a six position code that uniquely identifies a unit, activity, or organization.

Document type means the type of payment request or receiving report available for creation in Wide Area WorkFlow (WAWF).

Local processing office (LPO) is the office responsible for payment certification when payment certification is done external to the entitlement system.

(b) Electronic invoicing. The WAWF system is the method to electronically process vendor payment requests and receiving reports, as authorized by DFARS 252.232-7003, Electronic Submission of Payment Requests and Receiving Reports.

(c) WAWF access. To access WAWF, the Contractor shall--

(1) Have a designated electronic business point of contact in the System for Award Management at <https://www.acquisition.gov>; and

(2) Be registered to use WAWF at <https://wawf.eb.mil/> following the step-by-step procedures for self-registration available at this Web site.

(d) WAWF training. The Contractor should follow the training instructions of the WAWF Web-Based Training Course and use the Practice Training Site before submitting payment requests through WAWF. Both can be accessed by selecting the "Web Based Training" link on the WAWF home page at <https://wawf.eb.mil/>.

(e) WAWF methods of document submission. Document submissions may be via Web entry, Electronic Data Interchange, or File Transfer Protocol.

(f) WAWF payment instructions. The Contractor must use the following information when submitting payment requests and receiving reports in WAWF for this contract/order:

(1) Document type. The Contractor shall use the following document type(s).

Invoice and Receiving Report (Combo)

(2) Inspection/acceptance location. The Contractor shall select the following inspection/acceptance location(s) in WAWF, as specified by the contracting officer.

Inspection location: Destination

Acceptance location: Destination

(3) Document routing. The Contractor shall use the information in the Routing Data Table below only to fill in applicable fields in WAWF when creating payment requests and receiving reports in the system.

Routing Data Table*

Field Name in WAWF	Data to be entered in WAWF
Pay Official DoDAAC	HQ0131
Issue By DoDAAC	H98210
Admin DoDAAC	H98210
Inspect By DoDAAC	H98201
Ship To Code	_____

Ship From Code	_____
Mark For Code	_____
Service Approver (DoDAAC)	H98201
Service Acceptor (DoDAAC)	H98201
Accept at Other DoDAAC	_____
LPO DoDAAC	_____
DCAA Auditor DoDAAC	_____
Other DoDAAC(s)	_____

(4) Payment request and supporting documentation. The Contractor shall ensure a payment request includes appropriate contract line item and subline item descriptions of the work performed or supplies delivered, unit price/cost per unit, fee (if applicable), and all relevant back-up documentation, as defined in DFARS Appendix F, (e.g. timesheets) in support of each payment request.

(5) WAWF email notifications. The Contractor shall enter the email address identified below in the "Send Additional Email Notifications" field of WAWF once a document is submitted in the system.

Contract Specialist: (b)(6) _____
COR: (b)(6) _____

(g) WAWF point of contact. (1) The Contractor may obtain clarification regarding invoicing in WAWF from the following contracting activity's WAWF point of contact.

WAWF POC: (b)(6) _____

(2) For technical WAWF help, contact the WAWF helpdesk at 866-618-5988.

(End of clause)

AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT			1. CONTRACT ID CODE	PAGE OF PAGES
			J	1 6
2. AMENDMENT/MODIFICATION NO. 01	3. EFFECTIVE DATE 26-Jul-2016	4. REQUISITION/PURCHASE REQ. NO. H9820151970003000		5. PROJECT NO.(If applicable)
6. ISSUED BY DEFENSE HUMAN RESOURCES ACTIVITY 4800 MARK CENTER DRIVE, (b)(6) ALEXANDRIA VA 22350-4000	CODE H98210	7. ADMINISTERED BY (If other than item 6) DEFENSE HUMAN RESOURCES ACTIVITY 4800 MARK CENTER DRIVE, (b)(6) ALEXANDRIA VA 22350-1300		CODE H98210
8. NAME AND ADDRESS OF CONTRACTOR (No., Street, County, State and Zip Code) FORS MARSH GROUP LLC (b)(6) 1010 N. GLEBE RD, STE 510 ARLINGTON VA 22201-5761			9A. AMENDMENT OF SOLICITATION NO.	
			9B. DATED (SEE ITEM 11)	
			X 10A. MOD. OF CONTRACT/ORDER NO. H98210-15-D-0001-0009	
			X 10B. DATED (SEE ITEM 13) 02-Sep-2015	
CODE 360C2	FACILITY CODE			
11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS				
<input type="checkbox"/> The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of offer <input type="checkbox"/> is extended, <input type="checkbox"/> is not extended.				
<p>Offer must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or as amended by one of the following methods:</p> <p>(a) By completing Items 8 and 15, and returning _____ copies of the amendment; (b) By acknowledging receipt of this amendment on each copy of the offer submitted; or (c) By separate letter or telegram which includes a reference to the solicitation and amendment numbers. FAILURE OF YOUR ACKNOWLEDGMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER. If by virtue of this amendment you desire to change an offer already submitted, such change may be made by telegram or letter, provided each telegram or letter makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.</p>				
12. ACCOUNTING AND APPROPRIATION DATA (If required)				
13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACT ORDERS. IT MODIFIES THE CONTRACT/ORDER NO. AS DESCRIBED IN ITEM 14.				
A. THIS CHANGE ORDER IS ISSUED PURSUANT TO: (Specify authority) THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDER NO. IN ITEM 10A.				
B. THE ABOVE NUMBERED CONTRACT/ORDER IS MODIFIED TO REFLECT THE ADMINISTRATIVE CHANGES (such as changes in paying office, appropriation date, etc.) SET FORTH IN ITEM 14, PURSUANT TO THE AUTHORITY OF FAR 43.103(B).				
C. THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO PURSUANT TO AUTHORITY OF:				
X D. OTHER (Specify type of modification and authority) Bilateral IAW FAR 52.212-4(c)				
E. IMPORTANT: Contractor <input type="checkbox"/> is not, <input checked="" type="checkbox"/> is required to sign this document and return <u>1</u> copies to the issuing office.				
14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by UCF section headings, including solicitation/contract subject matter where feasible.) Modification Control Number: (b)(4);(b)(3);(b)(6) The purpose of this modification is to extend the Period of Performance end date from 01 September 2016 to 30 September 2016 and revise the deliverable table in section 5.0 of the PWS at no additional cost to the Government. The purpose in extending the period of performance is the result of delays caused by the Government extending the survey longer than planned.				
Except as provided herein, all terms and conditions of the document referenced in Item 9A or 10A, as heretofore changed, remains unchanged and in full force and effect.				
15A. NAME AND TITLE OF SIGNER (Type or print)			16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print)	
			(b)(6) CONTRACT SPECIALIST	
			TEL: (b)(6)	EMAIL: (b)(6)
15B. CONTRACTOR/OFFEROR	15C. DATE SIGNED	16B. UNITED STATES OF AMERICA		16C. DATE SIGNED
(Signature of person authorized to sign)		(b)(6)		26-Jul-2016
		BY (Signature of Contracting Officer)		

SECTION SF 30 BLOCK 14 CONTINUATION PAGE

SUMMARY OF CHANGES

SECTION SF 1449 - CONTINUATION SHEET

DELIVERIES AND PERFORMANCE

The following Delivery Schedule item for CLIN 0001 has been changed from:

DELIVERY DATE	QUANTITY	SHIP TO ADDRESS	DODAAC
POP 02-SEP-2015 TO 01-SEP-2016	N/A	JOINT ADVERT, MKT RES, STUDIES (JAMRS) (b)(6) 1919 SOUTH EADS STREET SUITE 100 ARLINGTON VA 22202 (b)(6) FOB: Destination	HQ0584

To:

DELIVERY DATE	QUANTITY	SHIP TO ADDRESS	DODAAC
POP 02-SEP-2015 TO 30-SEP-2016	N/A	JOINT ADVERT, MKT RES, STUDIES (JAMRS) (b)(6) 1919 SOUTH EADS STREET SUITE 100 ARLINGTON VA 22202 (b)(6) FOB: Destination	HQ0584

The following have been modified:

Performance Work Statement Recruiter Quality of Life 2016 – Data Collection

1.0 INTRODUCTION

The Joint Advertising Market Research and Studies (JAMRS) program requires Contractor services to conduct a Recruiter Quality of Life Survey (RQS). Specifically, a large scale survey examining military recruiters' quality of life, mental health, and productivity and the issues that affect their ability to achieve mission goals in order to gain insights on factors that may alleviate work-life balance stressors as well as improve work satisfaction and productivity.

2.0 BACKGROUND

JAMRS is an official DoD program for joint marketing communications and market research and studies. Its mission is to measure and help broaden people's understanding of military service as a career option, and its programs help bolster the effectiveness of all the Services' recruiting and retention efforts. One of JAMRS' core functions is to perform market and recruiting studies in order to provide valuable resources

to recruiting professionals across all branches of the Military and agencies of the Department of Defense (DoD).

3.0 SCOPE

The Contractor shall provide personnel, equipment, tools, materials, management and non-personal services necessary to perform a large scale, multi-wave recruiter survey among a sample large enough to be representative of the enlistment production recruiters from each military service as defined in this Performance Work Statement except as specified in Para 6.0.

4.0 REQUIREMENTS

The Contractor shall:

- 4.1 Attend a kickoff meeting in Arlington, Va. The purpose of the kickoff meeting is to clarify JAMRS' objectives and to discuss how the Contractor will address those objectives. Prepare and present a Project Activity Plan outlining all key tasks associated with all deliverables and their associated timelines required for complete execution of the task order. The Contractor shall provide JAMRS a written summary of the kick-off meeting discussion along with a plan for research.
- 4.2 Develop a questionnaire designed to measure recruiters' quality of life, including health and well-being, as well as their work satisfaction, productivity, and the constructs that are likely to influence these factors. The questionnaire shall incorporate aspects from previous years' RQS surveys, input from Service POCS, and important constructs identified through background research of relevant literature.
- 4.3 Develop all mailing materials for the RQS:
 - 4.3.1 Develop all notification, cover letters and invitation letters to be mailed to the recruiters inviting and reminding them to take the survey. Note: In the past, we have used separate letterheads and signatories for each individual Service/Component (this has increased response rates). The Government will obtain the letterhead and signatures from each of the Services/Components. The Contractor shall plan on coordinating at least 10 different letterheads and signatures for printing each letter.
 - 4.3.2 Develop postcards sent to remind respondents to participate.
 - 4.3.3 Develop envelopes used to mail letters and return envelopes for completed questionnaires.
 - 4.3.4 Produce serializing questionnaires, letters, postcards and envelopes. All printed surveys, most letters, all postcards and all envelopes shall be serialized with a unique number &/or online login ID for tracking purposes.
 - 4.3.5 Develop and provide thank you emails or letters to participants who completed a survey. The thank you letter should include mention of various resources available for mental health related issues.
- 4.4 Conduct pilot test interviews with recruiters from multiple services to gather feedback on the updated questionnaire and materials. The Contractor shall revise the questionnaire and mailing materials based on insights gained from the pilot tests.
- 4.5 Ensure all survey instruments and study protocols are compliant with the Office of the Under Secretary of Defense for Personnel and Readiness (OUSD P&R) Research Regulatory Oversight Office (R2O2) and all personnel involved with the study are up to date on human subjects research and ethics training. Furthermore, provide JAMRS personnel with a complete study protocol package will all necessary information and documentation to be submitted to the Government's R2O2 office for review and determination.
- 4.6 Develop a plan to obtain a representative sample (using stratified simple random sampling) of recruiters from each of the 10 Services and Reserve Components (strata). The Government will provide a file containing sample frame information for the population of military recruiters. In total, the sample shall include approximately 10,000 recruiters.
- 4.7 Draw the sample according to the plan described in paragraph 4.6 and send the sample file to the Government.
- 4.8 Document the sampling procedures in a Draft Sampling Chapter to be reviewed by the Government. Government comments shall be incorporated into a Final Sampling Chapter.
- 4.9 Organize, coordinate and perform administration of the survey (mailing to begin on/about 1 March 2016). The survey should use a dual mode administration (i.e., web and paper). This will entail both e-mail and postal service mail contacts. The survey field shall close upon Government approval after considering the proposed administration and response rates. Responses are expected to be received from approximately 50% of the sample. The administration shall consist of several steps, including:

- 4.9.1 Provide an online survey. The Contractor shall format the questionnaire and host the survey on a secure server. The online survey shall include an option to save partial survey responses and return at a later time to complete the survey. The contractor shall host a beta version of the survey to be reviewed by the Government. The Contractor shall incorporate Government feedback into the final version of the online survey.
- 4.9.2 Provide a paper survey. The Contractor shall also format the questionnaire in a paper format. The questionnaire shall be formatted so that the responses may be scanned, manually entered with 100% verification or some other entry methodology mutually agreeable to the Government.
- 4.9.3 Provide multiple survey contact points. The Contractor shall use a dual mode to contact participants (i.e., email and postal service mail). Some administration elements used in past Recruiter Surveys include:
Notification letter. An initial (Service-specific) contact letter sent to all sample participants to notify them of the upcoming survey and to direct them to update or change their contact information.
Administration letter. A (Service-specific) letter sent to all eligible sample participants and include instructions for logging on to the survey website.
Reminder/thank you postcard. A follow-up postcard sent to all eligible sample participants to remind them about the survey or thank them for participating.
Administration package. A package sent to non-respondents which includes a (Service-specific) letter with web login reminder, a paper copy of the survey and a postage-paid return envelope for return of the paper survey.
- 4.9.4 Provide for mailing assembly and postage. The Contractor will provide mailing materials to include all printed letters, printed surveys and all envelopes with printed return addresses, and printed business reply envelopes. The Contractor shall collect, assemble, and post all mailings. The Contractor is responsible for outgoing postage as well as business reply/survey return postage.
- 4.9.5 Provide quality control. The Contractor shall perform a minimum ten percent quality control check on survey mailings.
- 4.9.6 Provide survey tracking. The Contractor shall establish and maintain a survey control system which shall track the status of all sample members (disposition codes and definitions will be provided by the Government), mail outs, survey returns, change of address information and requests for a paper copy of the survey. The survey control system shall also include variables provided by the Government. During the survey mailing period, the Contractor shall provide a weekly report to the Government which provides the status of sample members, mail outs and survey returns.
- 4.9.7 Provide survey help. The Contractor shall provide an email address, website, and 1-800 number/voicemail for recruiters to ask questions about the survey, to report change of status and address information and to request a paper option to the survey.
- 4.10 Manage the data collection such that responses from the online and paper surveys are combined into a single dataset without compromising data integrity.
- 4.11 Develop full-sample weights for the survey. The Contractor shall advise the Government on appropriate weighting techniques to be used. Considerations should include non-response adjustment and creation of weights appropriate for variance estimation using Taylor-series expansion. A weighting plan shall be approved by the Government and used to develop the weighted dataset (see below). The Contractor shall document the weighting procedures in a Draft Weighting Chapter to be reviewed by the Government. Government comments shall be incorporated into a Final Weighting Chapter in the Technical Report.
- 4.12 Provide the Government with clean datasets in SPSS format and STATA format. These datasets shall include the following:
 - 4.12.1 Deliver an unweighted dataset. After closing the field and ensuring the data are final, the Contractor shall provide the final, unweighted dataset to the Government.
 - 4.12.2 Deliver an open ended responses dataset. The Contractor shall develop a dataset with write-in survey responses for the Government to content code and review.
 - 4.12.3 Deliver a weighted, analytical dataset. Upon completion of developing the full sample weights, the Contractor shall provide the final, weighted dataset to the Government which shall include all appended variables of interest as well as any relevant scale variables created.
 - 4.12.4 Deliver a public use dataset. The Contractor shall develop a dataset for public use and conduct a confidentiality analysis to scrub the public use data of any response that may reveal a recruiter's identity.

- 4.13 Provide a means of identifying potential 'red flag' open-ended comments that may contain language conveying the respondent may do harm to themselves or others. The identification of these red flag comments should involve a review by an individual experienced in clinical psychology.
- 4.14 Document the survey methodology for the RQS, as well as the sampling and weighting procedures, and confidentiality analysis in a technical report that will be delivered to the Government. An initial draft of this document shall be submitted for Government review. Government revisions and comments shall be addressed in the final draft.
- 4.15 Provide findings on key metrics (e.g. goal achievability, satisfaction, improprieties, health/well-being) in an executive briefing for DoD leadership.
- 4.16 Provide the COR with a Monthly Status report, which includes the status of relevant issues associated with each tasking and a description of the remaining work to be done on the task.
- 5.0 DELIVERABLES

		PoP: 2 Sept 2015 – 30 Sept 2016
Deliverable	Ref.	Delivery Date (on or about)
Kick-off meeting	Para 4.1	Within 1 week of award
Written summary of Kick-off meeting	Para 4.1	Within 1 week of kick-off mtg
Draft Questionnaire	Para 4.2	15 October 2015
IRB Submission	Para 4.5	20 December 2015
Sample Plan	Para 4.6	5 January 2016
Beta Online Survey	Para 4.9.1	10 January 2016
Final Online Survey	Para 4.9.1	25 January 2016
Final Paper Survey	Para 4.9.2	25 January 2016
Survey Sample	Para 4.7	7 February 2016
Report on Survey Tracking	Para 4.9.6	Weekly during survey admin
Weighting Plan	Para 4.12	14 June 2016
Unweighted Dataset	Para 4.12.1	15 August 2016
Write-In Response Dataset	Para 4.12.2	15 August 2016
Weighted Analytical Dataset	Para 4.12.3	End of Pop
Public Use Data Set	Para 4.12.4	End of PoP
Red Flag Comment Assessment	Para 4.13	1 month prior to end of PoP
Technical Report	Para 4.14	End of PoP
Executive Briefing	Para 4.15	End of PoP
Monthly Status Meeting	Para 4.16	Monthly during PoP

6.0 GOVERNMENT FURNISHED INFORMATION

- 6.1 Service POC contact information. The Government will provide point of contact information of military service representatives who have agreed to help coordinate the survey effort.
- 6.2 Personnel. The Government will provide personnel to assist with data collection plan, survey development, frame data, service coordination, obtaining recruiting command signatures, data requests from DMDC, and deliverable review.

(End of Summary of Changes)

2. CONTRACT NO. H98210-15-D-0001

3. AWARD/EFFECTIVE DATE 21-Sep-2015

4. ORDER NUMBER 0010

5. SOLICITATION NUMBER

6. SOLICITATION ISSUE DATE

7. FOR SOLICITATION INFORMATION CALL:

a. NAME

b. TELEPHONE NUMBER (No Collect Calls)

8. OFFER DUE DATE/LOCAL TIME

9. ISSUED BY CODE H98210

DEFENSE HUMAN RESOURCES ACTIVITY
 4800 MARK CENTER DRIVE.
 (b)(6)
 ALEXANDRIA VA 22350-4000

TEL:

FAX:

10. THIS ACQUISITION IS UNRESTRICTED OR SET ASIDE: 100 % FOR:

SMALL BUSINESS WOMEN-OWNED SMALL BUSINESS (WOSB) ELIGIBLE UNDER THE WOMEN-OWNED SMALL BUSINESS PROGRAM

HUBZONE SMALL BUSINESS EDWOSB NAICS: 541910

SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS 8(A) SIZE STANDARD: \$14,000,000

11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED SEE SCHEDULE

12. DISCOUNT TERMS Net 30

13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700)

13b. RATING

14. METHOD OF SOLICITATION RFQ IFB RFP

15. DELIVER TO CODE HQ0584

JOINT ADVERT. MKT RES. STUDIES (JAMRS)
 (b)(6)
 1919 SOUTH EADS STREET SUITE 100
 ARLINGTON VA 22202

16. ADMINISTERED BY CODE H98210

DEFENSE HUMAN RESOURCES ACTIVITY
 4800 MARK CENTER DRIVE,
 SUITE 07G12
 ALEXANDRIA VA 22350-1300

17a. CONTRACTOR/OFFEROR CODE 360C2 FACILITY CODE

FORS MARSH GROUP LLC
 (b)(6)
 1010 N. GLEBE RD, STE 510
 ARLINGTON VA 22201-5761

TELEPHONE NO (b)(6)

18a. PAYMENT WILL BE MADE BY CODE HQ0131

DFAS COLUMBUS CENTER
 DFAS-CO/JAQ
 ATTN: CAPSW/OR P2
 PO BOX 369016
 COLUMBUS OH 43236-9016

17b. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER

18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a. UNLESS BLOCK BELOW IS CHECKED SEE ADDENDUM

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
SEE SCHEDULE					

25. ACCOUNTING AND APPROPRIATION DATA

See Schedule

26. TOTAL AWARD AMOUNT (For Govt. Use Only)

\$258,569.92

27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1. 52.212-4. FAR 52.212-3. 52.212-5 ARE ATTACHED. ADDENDA ARE ARE NOT ATTACHED

27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4. FAR 52.212-5 IS ATTACHED. ADDENDA ARE ARE NOT ATTACHED

28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN 0 COPIES TO ISSUING OFFICE. CONTRACTOR AGREES TO FURNISH AND DELIVER ALL ITEMS SET FORTH OR OTHERWISE IDENTIFIED ABOVE AND ON ANY ADDITIONAL SHEETS SUBJECT TO THE TERMS AND CONDITIONS SPECIFIED.

29. AWARD OF CONTRACT: REF. Technical Price Proposal OFFER DATED 14-Sep-2015. YOUR OFFER ON SOLICITATION (BLOCK 5), INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN, IS ACCEPTED AS TO ITEMS: SEE SCHEDULE

30a. SIGNATURE OF OFFEROR/CONTRACTOR

31a. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER)

(b)(6)

30b. NAME AND TITLE OF SIGNER (TYPE OR PRINT)

30c. DATE SIGNED

31b. NAME OF CONTRACTING OFFICER (TYPE OR PRINT)

(b)(6) Contract Specialist

TEL: (b)(6)

EMAIL: (b)(6)

31c. DATE SIGNED

17-Sep-2015

**SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS
(CONTINUED)**

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
SEE SCHEDULE					

32a. QUANTITY IN COLUMN 21 HAS BEEN
 RECEIVED INSPECTED ACCEPTED, AND CONFORMS TO THE CONTRACT, EXCEPT AS NOTED: _____

32b. SIGNATURE OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32c. DATE	32d. PRINTED NAME AND TITLE OF AUTHORIZED GOVERNMENT REPRESENTATIVE
--	-----------	---

32e. MAILING ADDRESS OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32f. TELEPHONE NUMBER OF AUTHORIZED GOVERNMENT REPRESENTATIVE
	32g. E-MAIL OF AUTHORIZED GOVERNMENT REPRESENTATIVE

33. SHIP NUMBER <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	34. VOUCHER NUMBER	35. AMOUNT VERIFIED CORRECT FOR	36. PAYMENT <input type="checkbox"/> COMPLETE <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	37. CHECK NUMBER
--	--------------------	---------------------------------	--	------------------

38. S/R ACCOUNT NUMBER	39. S/R VOUCHER NUMBER	40. PAID BY
------------------------	------------------------	-------------

41a. I CERTIFY THIS ACCOUNT IS CORRECT AND PROPER FOR PAYMENT	42a. RECEIVED BY <i>(Print)</i>		
41b. SIGNATURE AND TITLE OF CERTIFYING OFFICER	41c. DATE	42b. RECEIVED AT <i>(Location)</i>	
		42c. DATE REC'D <i>(YY/MM/DD)</i>	42d. TOTAL CONTAINERS

Section SF 1449 - CONTINUATION SHEET

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
0001	Survey Services and Market Research FFP FOB: Destination PURCHASE REQUEST NUMBER: H9820152300009000	251,673.92	Each	\$1.00	\$251,673.92
					NET AMT
					\$251,673.92
ACRN AA CIN: H98201523000090000001					\$251,673.92

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
0002	Travel COST Not To Exceed \$6,896.00 FOB: Destination PURCHASE REQUEST NUMBER: H9820152300009000	4	Unitless		\$6,896.00
					ESTIMATED COST
ACRN AA CIN: H98201523000090000002					\$6,896.00

DELIVERY INFORMATION

CLIN	DELIVERY DATE	QUANTITY	SHIP TO ADDRESS	DODAAC
0001	POP 21-SEP-2015 TO 20-SEP-2016	N/A	JOINT ADVERT, MKT RES, STUDIES (JAMRS) (b)(6) 1919 SOUTH EADS STREET SUITE 100 ARLINGTON VA 22202 (b)(6) FOB: Destination	HQ0584
0002	POP 21-SEP-2015 TO 20-SEP-2016	N/A	(SAME AS PREVIOUS LOCATION) FOB: Destination	HQ0584

ACCOUNTING AND APPROPRIATION DATA

AA: 9750100 7301 001 86001 2527 XDZ H5A5 H9820152300009 033181
AMOUNT: \$258,569.92
CIN H98201523000090000001: \$251,673.92
CIN H98201523000090000002: \$6,896.00

INSPECTION AND ACCEPTANCE TERMS

Supplies/services will be inspected/accepted at:

CLIN	INSPECT AT	INSPECT BY	ACCEPT AT	ACCEPT BY
0001	Destination	Government	Destination	Government
0002	Destination	Government	Destination	Government

Administrative - Points of Contact:

Contract Specialist:

(b)(6)

(b)(6)

Performance Work Statement FY15 JAMRS Qualitative Insights

1.0 INTRODUCTION

The Joint Advertising, Market Research and Studies (JAMRS) program requires Contractor services to gather qualitative information. Specifically, focus groups, in-person and remotely, will be conducted to gain insights on timely issues likely to impact recruiting, and unexpected findings identified in the JAMRS' large scale tracking studies or specialized market research efforts.

2.0 BACKGROUND

JAMRS is an official DoD program for joint marketing communications and market research and studies. Its mission is to measure and help broaden people's understanding of military service as a career option, and its programs help bolster the effectiveness of all the Services' recruiting and retention efforts. One of JAMRS' core functions is to perform market and recruiting studies in order to provide valuable resources to recruiting professionals across all branches of the Military and agencies of the Department of Defense (DoD). The results of JAMRS' large scale tracking studies or specialized market research efforts often leave the Services' Recruiting Commands with additional questions about the market. Thus, the goal of this effort is to delve deeper into key issues of interest and current events in an effort to provide the Services with qualitative insight on unexpected result, specific topics, or subgroups of particular interest to military recruiting.

3.0 SCOPE

The Contractor shall provide all personnel, equipment, materials and other items necessary to perform the FY15 Qualitative Insights requirements.

4.0 REQUIREMENTS *The Contractor shall:*

4.1 Attend a kickoff meeting in Arlington, Va. The purpose of the kickoff meeting is to clarify JAMRS' objectives and to discuss how the Contractor will address those objectives. The Contractor shall provide JAMRS a written summary of the kick-off meeting discussion along with a plan for research.

4.2 Conduct a mix of in-person and remote (e.g., virtual) focus groups throughout the PoP such that the following specifications are met:

4.2.1 Conduct a minimum of 16 in-person focus group in four different locations throughout the PoP.

4.2.2 Conduct a minimum of 8 virtual or telephonic focus groups using a methodology that will allow participants to remain actively engaged in the discussion.

4.3 Provide JAMRS with a draft of the focus group exercises two weeks prior to conducting a set of focus groups. The final set of exercises will address any feedback provided by JAMRS.

4.4 Describe key insights gained from the focus groups in at least three executive notes. Each executive note should focus on a specific topic that was discussed during a set of focus groups. The executive notes should describe the insights and highlight the possible implications as well as recommendation for the Department and the Services' Recruiting Commands. The executive notes should utilize specific quotes from the groups.

4.5 Provide all recorded footage of focus groups to JAMRS on a DVD.

4.6 Provide the COR with a Monthly Status report, which includes the status of relevant issues associated with each tasking and a description of the remaining work to be done on the task.

5.0 DELIVERABLES

Deliverable	Ref.	Delivery Date (on or about)
Kick-off meeting	Para 4.1	Within 1 week of award
Written summary of Kick-off meeting	Para 4.1	Within 1 week of meeting
Executive Note 1	Para 4.4	Within 6 months of kick-off
Executive Note 2 & 3	Para 4.4	Within 12 months of kick-off
Focus Group Recordings	Para 4.5	Within 2 weeks of completion of each focus group session
Monthly Status Meeting	Para 4.6	Monthly during PoP

6.0 GOVERNMENT FURNISHED INFORMATION

6.1 Personnel. The Government will provide personnel to assist with data collection plan development for online interviews and for focus group exercise development and review.

7.0 TRAVEL

7.1 The Contractor shall be required to travel to various CONUS locations during the performance of this task order to conduct focus groups. All travel requires Government prior approval/authorization by the COR.

Estimated travel between 21 September 2015 to 20 September 2016 may include:

- One (1) three-day round-trip of two (2) contractor personnel from Arlington, VA to Phoenix, AZ.
- One (1) three-day round-trip of two (2) contractor personnel from Arlington, VA to Kansas City, MO
- One (1) three-day round-trip of two (2) contractor personnel from Arlington, VA to Richmond, VA.
- One (1) three-day round-trip of two (2) contractor personnel from Arlington, VA to Miami, FL.

CLAUSES INCORPORATED BY FULL TEXT

252.232-7006 WIDE AREA WORKFLOW PAYMENT INSTRUCTIONS (MAY 2013)

(a) Definitions. As used in this clause--

Department of Defense Activity Address Code (DoDAAC) is a six position code that uniquely identifies a unit, activity, or organization.

Document type means the type of payment request or receiving report available for creation in Wide Area WorkFlow (WAWF).

Local processing office (LPO) is the office responsible for payment certification when payment certification is done external to the entitlement system.

(b) Electronic invoicing. The WAWF system is the method to electronically process vendor payment requests and receiving reports, as authorized by DFARS 252.232-7003, Electronic Submission of Payment Requests and Receiving Reports.

(c) WAWF access. To access WAWF, the Contractor shall--

(1) Have a designated electronic business point of contact in the System for Award Management at <https://www.acquisition.gov>; and

(2) Be registered to use WAWF at <https://wawf.eb.mil/> following the step-by-step procedures for self-registration available at this Web site.

(d) WAWF training. The Contractor should follow the training instructions of the WAWF Web-Based Training Course and use the Practice Training Site before submitting payment requests through WAWF. Both can be accessed by selecting the "Web Based Training" link on the WAWF home page at <https://wawf.eb.mil/>.

(e) WAWF methods of document submission. Document submissions may be via Web entry, Electronic Data Interchange, or File Transfer Protocol.

(f) WAWF payment instructions. The Contractor must use the following information when submitting payment requests and receiving reports in WAWF for this contract/order:

(1) Document type. The Contractor shall use the following document type(s).

Invoice and Receiving Report (Combo)

(Contracting Officer: Insert applicable document type(s). Note: If a "Combo" document type is identified but not supportable by the Contractor's business systems, an "Invoice" (stand-alone) and "Receiving Report" (stand-alone) document type may be used instead.)

(2) Inspection/acceptance location. The Contractor shall select the following inspection/acceptance location(s) in WAWF, as specified by the contracting officer.

Inspection location: Destination

Acceptance location: Destination

(3) Document routing. The Contractor shall use the information in the Routing Data Table below only to fill in applicable fields in WAWF when creating payment requests and receiving reports in the system.

Routing Data Table*

Field Name in WAWF	Data to be entered in WAWF
Pay Official DoDAAC	HQ0131
Issue By DoDAAC	H98210
Admin DoDAAC	H98210
Inspect By DoDAAC	H98201
Ship To Code	_____
Ship From Code	_____
Mark For Code	_____
Service Approver (DoDAAC)	H98201
Service Acceptor (DoDAAC)	H98201
Accept at Other DoDAAC	_____
LPO DoDAAC	_____
DCAA Auditor DoDAAC	_____
Other DoDAAC(s)	_____

(4) Payment request and supporting documentation. The Contractor shall ensure a payment request includes appropriate contract line item and subline item descriptions of the work performed or supplies delivered, unit price/cost per unit, fee (if applicable), and all relevant back-up documentation, as defined in DFARS Appendix F, (e.g. timesheets) in support of each payment request.

(5) WAWF email notifications. The Contractor shall enter the email address identified below in the "Send Additional Email Notifications" field of WAWF once a document is submitted in the system.

Contract Specialist (b)(6)

COR: (b)(6)

(g) WAWF point of contact. (1) The Contractor may obtain clarification regarding invoicing in WAWF from the following contracting activity's WAWF point of contact.

WAWF POC: (b)(6)

(2) For technical WAWF help, contact the WAWF helpdesk at 866-618-5988.

(End of clause)

H98210-15-D-0001

0010

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SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS
 OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, AND 30

1. REQUISITION NUMBER
 H982015360007000

PAGE 1 OF 9

2. CONTRACT NO.
 H98210-15-D-0001

3. AWARD/EFFECTIVE DATE
 26-Jan-2016

4. ORDER NUMBER
 0011

5. SOLICITATION NUMBER

6. SOLICITATION ISSUE DATE

7. FOR SOLICITATION INFORMATION CALL:

a. NAME

b. TELEPHONE NUMBER (No Collect Calls)

8. OFFER DUE DATE/LOCAL TIME

9. ISSUED BY
 DEFENSE HUMAN RESOURCES ACTIVITY
 4800 MARK CENTER DRIVE.
 (b)(6)
 ALEXANDRIA VA 22350-4000

CODE H98210

10. THIS ACQUISITION IS
 UNRESTRICTED OR SET ASIDE: 100% FOR:
 SMALL BUSINESS
 HUBZONE SMALL BUSINESS
 SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS
 WOMEN-OWNED SMALL BUSINESS (WOSB) ELIGIBLE UNDER THE WOMEN-OWNED SMALL BUSINESS PROGRAM
 EDWOSB
 8(A)
 NAICS: 541910
 SIZE STANDARD: \$14,000,000

11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED
 SEE SCHEDULE

12. DISCOUNT TERMS
 Net 30

13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700)

13b. RATING

14. METHOD OF SOLICITATION
 RFQ IFB RFP

15. DELIVER TO
 JOINT ADVERT. MKT. RES. STUDIES (JAMRS)
 (b)(6)
 1919 SOUTH EADS STREET SUITE 100
 ARLINGTON VA 22202

CODE HQ0584

16. ADMINISTERED BY
 DEFENSE HUMAN RESOURCES ACTIVITY
 4800 MARK CENTER DRIVE,
 SUITE 07G12
 ALEXANDRIA VA 22350-1300

CODE H98210

17a. CONTRACTOR/OFFEROR
 FORS MARSH GROUP LLC
 (b)(6)
 1010 N. GLEBE RD, STE 510
 ARLINGTON VA 22201-5761
 TELEPHONE NO. (b)(6)

CODE 360C2

FACILITY CODE

18a. PAYMENT WILL BE MADE BY
 DFAS COLUMBUS CENTER
 DFAS-CO/JAQ
 ATTN: CAPSW/OR P2
 PO BOX 369016
 COLUMBUS OH 43236-9016

CODE HQ0131

17b. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER

18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a. UNLESS BLOCK BELOW IS CHECKED SEE ADDENDUM

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
SEE SCHEDULE					

25. ACCOUNTING AND APPROPRIATION DATA
See Schedule

26. TOTAL AWARD AMOUNT (For Govt. Use Only)
\$853,612.57

27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1. 52.212-4. FAR 52.212-3. 52.212-5 ARE ATTACHED. ADDENDA ARE ARE NOT ATTACHED

27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4. FAR 52.212-5 IS ATTACHED. ADDENDA ARE ARE NOT ATTACHED

28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN 0 COPIES TO ISSUING OFFICE. CONTRACTOR AGREES TO FURNISH AND DELIVER ALL ITEMS SET FORTH OR OTHERWISE IDENTIFIED ABOVE AND ON ANY ADDITIONAL SHEETS SUBJECT TO THE TERMS AND CONDITIONS SPECIFIED.

29. AWARD OF CONTRACT: REF. Technical and Cost Proposal OFFER DATED 15-Jan-2016. YOUR OFFER ON SOLICITATION (BLOCK 5), INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN, IS ACCEPTED AS TO ITEMS: SEE SCHEDULE

30a. SIGNATURE OF OFFEROR/CONTRACTOR

31a. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER)
 (b)(6)

30b. NAME AND TITLE OF SIGNER
 (TYPE OR PRINT)

30c. DATE SIGNED

31b. NAME OF CONTRACTING OFFICER (TYPE OR PRINT)
 (b)(6) Contract Specialist
 TEL: (b)(6)
 EMAIL: (b)(6)

31c. DATE SIGNED
 20-Jan-2016

**SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS
(CONTINUED)**

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
SEE SCHEDULE					

32a. QUANTITY IN COLUMN 21 HAS BEEN
 RECEIVED INSPECTED ACCEPTED, AND CONFORMS TO THE CONTRACT, EXCEPT AS NOTED: _____

32b. SIGNATURE OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32c. DATE	32d. PRINTED NAME AND TITLE OF AUTHORIZED GOVERNMENT REPRESENTATIVE
--	-----------	---

32e. MAILING ADDRESS OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32f. TELEPHONE NUMBER OF AUTHORIZED GOVERNMENT REPRESENTATIVE
32g. E-MAIL OF AUTHORIZED GOVERNMENT REPRESENTATIVE	

33. SHIP NUMBER <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	34. VOUCHER NUMBER	35. AMOUNT VERIFIED CORRECT FOR	36. PAYMENT <input type="checkbox"/> COMPLETE <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	37. CHECK NUMBER
--	--------------------	---------------------------------	--	------------------

38. S/R ACCOUNT NUMBER	39. S/R VOUCHER NUMBER	40. PAID BY
------------------------	------------------------	-------------

41a. I CERTIFY THIS ACCOUNT IS CORRECT AND PROPER FOR PAYMENT	42a. RECEIVED BY (<i>Print</i>)		
41b. SIGNATURE AND TITLE OF CERTIFYING OFFICER	41c. DATE	42b. RECEIVED AT (<i>Location</i>)	
		42c. DATE REC'D (<i>YY/MM/DD</i>)	42d. TOTAL CONTAINERS

Section SF 1449 - CONTINUATION SHEET

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT	
1001	Survey Services and Market Research	853,612.57	Each	\$1.00	\$853,612.57	
EXERCISED OPTION	FFP FOB: Destination PURCHASE REQUEST NUMBER: H9820153360007000					
					NET AMT	\$853,612.57
ACRN AA CIN: H98201533600070001001						\$853,612.57

ACCOUNTING AND APPROPRIATION DATA

AA: 9760100 7301 001 86001 2527 XQ H5A6 H9820153360007 033181
 AMOUNT: \$853,612.57
 CIN H98201533600070001001: \$853,612.57

INSPECTION AND ACCEPTANCE TERMS

Supplies/services will be inspected/accepted at:

CLIN	INSPECT AT	INSPECT BY	ACCEPT AT	ACCEPT BY
1001	Destination	Government	Destination	Government

DELIVERY INFORMATION

CLIN	DELIVERY DATE	QUANTITY	SHIP TO ADDRESS	DODAAC
------	---------------	----------	-----------------	--------

1001	POP 26-JAN-2016 TO 25-JAN-2017	N/A	JOINT ADVERT, MKT RES, STUDIES (JAMRS) (b)(6) 1919 SOUTH EADS STREET SUITE 100 ARLINGTON VA 22202 (b)(6) FOB: Destination	HQ0584
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Administrative - Points of Contact:

Contract Specialist: (b)(6)

(b)(6)

Performance Work Statement JAMRS New Recruit Survey – Influencer Module 2016

1.0 INTRODUCTION

The Joint Advertising, Market Research and Studies (JAMRS) program requires Contractor services to conduct analyses and report findings from the 2016 New Recruit Survey – Influencer Module. The work involves survey planning, design and development, conducting and administering surveys, analysis of quantitative and qualitative survey data, production of reports regarding the results of the surveys, identifying target markets, as well as determining prospect market trends and conditions.

2.0 BACKGROUND

JAMRS is an official DoD program for joint marketing communications and market research and studies. Its mission is to measure and help broaden people's understanding of military service as a career option, and its programs help bolster the effectiveness of all the Services' recruiting and retention efforts. One of JAMRS' core functions is to perform market and recruiting studies in order to provide valuable resources to recruiting professionals across all branches of the Military and agencies of the Department of Defense (DoD). The New Recruit Survey serves as DoD's official vehicle to assess the impact of recruiting incentives, recruiting programs and policies, compensation and benefits, recruiter interactions, MEPS processing, and outreach/advertising messages on actual enlistment decisions. The findings function as an ongoing and continuous assessment mechanism to gauge the effectiveness of programs and practices using immediate feedback from new recruits after taking their oath of service at the MEPS. This coordinated effort allows for comparisons across the Services and ensures timely information is available on which to base adjustments to recruiting initiatives and programs. This particular module of the New Recruit Survey focuses on the role influencers played in shaping new recruits' decisions along with the core set of questions designed to assess the impact of recruiting incentives, programs and policies.

3.0 SCOPE

The Contractor shall provide all personnel, equipment, materials and other items necessary to perform market research and survey services with regards to the New Recruit Survey Influencer Module.

4.0 REQUIREMENTS *The Contractor shall:*

- 4.1 Attend a kickoff meeting in Arlington, Va. The purpose of the kickoff meeting is to clarify JAMRS' objectives and to discuss how the Contractor will address those objectives. The Contractor shall provide JAMRS a written summary of the kick-off meeting discussion along with a plan for research.
- 4.2 Ensure all survey instruments and study protocols are compliant with the Office of the Under Secretary of Defense for Personnel and Readiness (OUSD P&R) Research Regulatory Oversight Office (R2O2) and all personnel involved with the study are up to date on human subjects research and ethics training. Furthermore, provide JAMRS personnel with a complete study protocol package will all necessary information and documentation to be submitted to the Government's R2O2 office for review and determination.
- 4.3 Assist JAMRS in informing relevant Service personnel and any relevant MEPS personnel of the New Recruit Survey.
- 4.4 Assist JAMRS personnel in instructing relevant Service personnel on how to replace current survey booklet with new booklet, how to distribute survey materials to new recruits and document the instructions in a short write-up to be delivered to relevant personnel.
- 4.5 Print finalized, formatted Service-specific survey booklets/invitations and deliver to all MEPS.
- 4.6 Maintain a survey control system, which will track the status of all sample members, mail outs, survey returns and survey inquiries.
- 4.7 Provide an email address and toll free number for respondents and Service liaisons and recruiters to ask questions about the survey, to report changes in status/address information, and to make survey requests.
- 4.8 Administer the survey on a continually fielding basis for 6 months such that the following specifications are met:
 - 4.8.1 All active-duty new recruits entering the delayed entry program (or immediately shipping to boot camp) are invited to participate in the survey before taking their oath at MEPS through coordination with MEPS Service liaisons.
 - 4.8.2 All Army National Guard and Army Reserve new recruits processing at the MEPS to ship to boot camp are invited to participate in the survey before taking their oath at MEPS through coordination with MEPS Service liaisons.
 - 4.8.3 Conduct the survey with Air Guard and Air Force Reserve new recruits through an online survey by working with Air Guard and Air Force Reserve recruiters who will be responsible for distributing the survey invitation and instructions. Survey data from these new recruits do not need to be weighted given small sample sizes and lack of frame data. Also, results from Air Guard and Air Force Reserve new recruits will not be delivered on a monthly basis.
 - 4.9.1 Deliver via email or other mutually agreeable electronic means (e.g., CD-ROM) a monthly dataset of all survey data collected on a monthly basis in SPSS format that includes variable names, variable labels, values, and value labels that are consistent with the questionnaire once data collection begins. This does not apply to Air Guard and Air Force Reserve data.
 - 4.9.2 Deliver via email or other mutually agreeable electronic means (e.g., CD-ROM) a complete dataset of all survey data collected for the 6 month module in SPSS format that includes variable names, variable labels, values, and value labels that are consistent with the questionnaire once data collection begins.
- 4.10 Create and deliver via email or other electronic means (e.g., CD-ROM) annotated questionnaires that links questionnaire items with variables and values in the SPSS survey datasets and shall include and document any administrative items included in the datasets (such as wave number, date of survey, etc.).
- 4.11 Maintain the Active Duty New Recruit Survey online data portal to meet the requirements for user roles, user authentication and core reporting functionality as established under New Recruit Survey Phase 1 including updating data feeds and standard reports on a monthly basis.
- 4.12 Develop and format the next module of the Active Duty and Reserve/Guard Service-specific questionnaires in a paper/booklet format that includes instructions on how to complete the survey and service-specific letters inviting new recruits to participate in the survey to be delivered to respondents by the Government. The next module should focus on the recruiting process and background information in addition to the core set of New Recruit Survey questions.
- 4.13 Deliver Active Duty and Reserve/Guard monthly reports that highlights key findings for each month during the fielding period.
- 4.14 Deliver an Active Duty and Reserve/Guard topline reports for data collected from new recruits that highlights the proportion of respondents that selected each response option per question after the six month fielding period.

- 4.15 Deliver via email an Active Duty briefing deck that highlights key findings from the New Recruit Survey - Influencer module after six months of data collection.
- 4.16 Deliver a briefing on the data collected from Reserve and Guard new recruits that highlights key findings and notable trends revealed in this data collection after the six month fielding period.
- 4.17 Document the sampling, data collection, weighting and analytic procedures for in a Technical Report after six months of data collection of the Influencer Module.
- 4.18 Provide the COR with a Monthly Status report, which includes the status of relevant issues associated with each tasking and a description of the remaining work to be done on the task.

5.0 DELIVERABLES

Deliverable	Ref.	Delivery Date (on or about)
Kick-off meeting	Para 4.1	Within 7 days of award
IRB documents	Para 4.2	Within 6 weeks of award
Instructions on survey administration	Para 4.4	Within 2 weeks of award
Deliver printed survey to MEPS and Recruiting Stations	Para 4.5	Within 3 weeks of award date
Monthly Datasets	Para 4.9.1	Monthly during PoP once data collection begins
Module Datasets	Para 4.9.2	Within 30 days following end of data collection
Annotated Questionnaires	Para 4.10	One month after fielding is complete
Monthly standard reports	Para 4.11	Monthly during PoP once data collection begins
Formatted Surveys for next wave of data collection	Para 4.12	Prior to End of PoP
Monthly Reports	Para 4.13	Monthly during PoP once data collection begins
Topline Reports	Para 4.14	Prior to End of PoP
Active Duty Briefing Deck	Para 4.15	Prior to End of PoP
Reserve/Guard Briefing Deck	Para 4.16	Prior to End of PoP
Technical Report	Para 4.17	Prior to End of PoP
Monthly Status Report	Para 4.18	Monthly during PoP

6.0 GOVERNMENT FURNISHED INFORMATION

- 6.1 Service POC list. The Government shall provide a list of relevant Service personnel who will be involved with the New Recruit Survey to the Contractor.
- 6.2 New Recruit Frame. The Government shall provide a list of all New Recruits during the survey administration time frame to the Contractor.

- 6.3 New Recruit Survey. The Government shall provide the list of survey items to the Contractor for IRB review.
- 6.4 Survey Packet Delivery. The Government shall deliver the survey administration packets to the new recruits selected to participate in the survey.

CLAUSES INCORPORATED BY FULL TEXT

252.232-7006 WIDE AREA WORKFLOW PAYMENT INSTRUCTIONS (MAY 2013)

(a) Definitions. As used in this clause--

Department of Defense Activity Address Code (DoDAAC) is a six position code that uniquely identifies a unit, activity, or organization.

Document type means the type of payment request or receiving report available for creation in Wide Area WorkFlow (WAWF).

Local processing office (LPO) is the office responsible for payment certification when payment certification is done external to the entitlement system.

(b) Electronic invoicing. The WAWF system is the method to electronically process vendor payment requests and receiving reports, as authorized by DFARS 252.232-7003, Electronic Submission of Payment Requests and Receiving Reports.

(c) WAWF access. To access WAWF, the Contractor shall--

(1) Have a designated electronic business point of contact in the System for Award Management at <https://www.acquisition.gov>; and

(2) Be registered to use WAWF at <https://wawf.eb.mil/> following the step-by-step procedures for self-registration available at this Web site.

(d) WAWF training. The Contractor should follow the training instructions of the WAWF Web-Based Training Course and use the Practice Training Site before submitting payment requests through WAWF. Both can be accessed by selecting the "Web Based Training" link on the WAWF home page at <https://wawf.eb.mil/>.

(e) WAWF methods of document submission. Document submissions may be via Web entry, Electronic Data Interchange, or File Transfer Protocol.

(f) WAWF payment instructions. The Contractor must use the following information when submitting payment requests and receiving reports in WAWF for this contract/order:

(1) Document type. The Contractor shall use the following document type(s).

Invoice and Receiving Report (Combo)

(2) Inspection/acceptance location. The Contractor shall select the following inspection/acceptance location(s) in WAWF, as specified by the contracting officer.

Inspection location: Destination

Acceptance location: Destination

(3) Document routing. The Contractor shall use the information in the Routing Data Table below only to fill in applicable fields in WAWF when creating payment requests and receiving reports in the system.

Routing Data Table*

Field Name in WAWF	Data to be entered in WAWF
Pay Official DoDAAC	HQ0131
Issue By DoDAAC	H98210
Admin DoDAAC	H98210
Inspect By DoDAAC	H98201
Ship To Code	_____
Ship From Code	_____
Mark For Code	_____
Service Approver (DoDAAC)	H98201
Service Acceptor (DoDAAC)	H98201
Accept at Other DoDAAC	_____
LPO DoDAAC	_____
DCAA Auditor DoDAAC	_____
Other DoDAAC(s)	_____

(4) Payment request and supporting documentation. The Contractor shall ensure a payment request includes appropriate contract line item and subline item descriptions of the work performed or supplies delivered, unit price/cost per unit, fee (if applicable), and all relevant back-up documentation, as defined in DFARS Appendix F, (e.g. timesheets) in support of each payment request.

(5) WAWF email notifications. The Contractor shall enter the email address identified below in the "Send Additional Email Notifications" field of WAWF once a document is submitted in the system.

Contract Specialist: (b)(6)
COR: (b)(6)

(g) WAWF point of contact. (1) The Contractor may obtain clarification regarding invoicing in WAWF from the following contracting activity's WAWF point of contact.

WAWF POC: (b)(6)

(2) For technical WAWF help, contact the WAWF helpdesk at 866-618-5988.

(End of clause)

H98210-15-D-0001

0011

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AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT			1. CONTRACT ID CODE	PAGE OF PAGES			
			J	1	4		
2. AMENDMENT/MODIFICATION NO. 01	3. EFFECTIVE DATE 21-Oct-2016	4. REQUISITION/PURCHASE REQ. NO. H9820153360007000		5. PROJECT NO.(If applicable)			
6. ISSUED BY DEFENSE HUMAN RESOURCES ACTIVITY 4800 MARK CENTER DRIVE, (b)(6) ALEXANDRIA VA 22350-4000	CODE H98210	7. ADMINISTERED BY (If other than item 6) See Item 6		CODE			
8. NAME AND ADDRESS OF CONTRACTOR (No., Street, County, State and Zip Code) FORS MARSH GROUP LLC (b)(6) 1010 N. GLEBE RD, STE 510 ARLINGTON VA 22201-5761			9A. AMENDMENT OF SOLICITATION NO.				
			9B. DATED (SEE ITEM 11)				
			X	10A. MOD. OF CONTRACT/ORDER NO. H98210-15-D-0001-0011			
			X	10B. DATED (SEE ITEM 13) 26-Jan-2016			
CODE 360C2	FACILITY CODE						
11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS							
<input type="checkbox"/> The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of offer <input type="checkbox"/> is extended, <input type="checkbox"/> is not extended. <p>Offer must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or as amended by one of the following methods: (a) By completing Items 8 and 15, and returning _____ copies of the amendment; (b) By acknowledging receipt of this amendment on each copy of the offer submitted; or (c) By separate letter or telegram which includes a reference to the solicitation and amendment numbers. FAILURE OF YOUR ACKNOWLEDGMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER. If by virtue of this amendment you desire to change an offer already submitted, such change may be made by telegram or letter, provided each telegram or letter makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.</p>							
12. ACCOUNTING AND APPROPRIATION DATA (If required)							
13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACT ORDERS. IT MODIFIES THE CONTRACT/ORDER NO. AS DESCRIBED IN ITEM 14.							
A. THIS CHANGE ORDER IS ISSUED PURSUANT TO: (Specify authority) THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDER NO. IN ITEM 10A.							
X	B. THE ABOVE NUMBERED CONTRACT/ORDER IS MODIFIED TO REFLECT THE ADMINISTRATIVE CHANGES (such as changes in paying office, appropriation date, etc.) SET FORTH IN ITEM 14, PURSUANT TO THE AUTHORITY OF FAR 43.103(B).						
C. THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO PURSUANT TO AUTHORITY OF:							
D. OTHER (Specify type of modification and authority)							
E. IMPORTANT: Contractor <input checked="" type="checkbox"/> is not, <input type="checkbox"/> is required to sign this document and return _____ copies to the issuing office.							
14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by UCF section headings, including solicitation/contract subject matter where feasible.) Modification Control Number: (b)(4):(b)(3):10 The purpose of this modification is to change the payment office from DFAS to DA. As a result: 1. The DoDAAC in block 18a of the SF 1449 is changed from HQ0131 to HQ0790. The paying office address is changed to: DA/DHRA-ACCOUNTS PAYABLE DIRECTORATE P.O. BOX 183140 COLUMBUS OH, 43218-3140 2. The fiscal Station Code in the lines of accounting is changed from 033181 to 012147. 3. DFARS Clause 252.232-7006, Wide Area Workflow Payment instructions is changed to HQ0790 as the paying office. See summary of changes.							
Except as provided herein, all terms and conditions of the document referenced in Item 9A or 10A, as heretofore changed, remains unchanged and in full force and effect.							
15A. NAME AND TITLE OF SIGNER (Type or print)			16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print)				
			(b)(6) CONTRACT SPECIALIST				
			TEL: (b)(6)		EMA: (b)(6)		
15B. CONTRACTOR/OFFEROR	15C. DATE SIGNED	16B. UNITED STATES OF AMERICA		16C. DATE SIGNED			
(Signature of person authorized to sign)		BY (b)(6)		19-Oct-2016			
		(Signature of Contracting Officer)					

SECTION SF 30 BLOCK 14 CONTINUATION PAGE

SUMMARY OF CHANGES

SECTION SF 1449 - CONTINUATION SHEET

SOLICITATION/CONTRACT FORM

The 'mail invoices to the address shown in block' field has changed from 1 to 0.

The 'administered by' organization has changed from
DEFENSE HUMAN RESOURCES ACTIVITY
4800 MARK CENTER DRIVE,
(b)(6)
ALEXANDRIA VA 22350-1300
to
DEFENSE HUMAN RESOURCES ACTIVITY
4800 MARK CENTER DRIVE,
(b)(6)
ALEXANDRIA VA 22350-4000

The 'Payment will be made by' organization has changed from
DFAS COLUMBUS CENTER
DFAS-CO/JAQ
ATTN : CAPSW/OR P2
PO BOX 369016
COLUMBUS OH 43236-9016
to
DFAS COLUMBUS CENTER
DAI/DHRA - ACCOUNTS PAYABLE DIRECTORATE
PO BOX 183140
COLUMBUS OH 43218-3140

The following have been modified:

252.232-7006 WIDE AREA WORKFLOW PAYMENT INSTRUCTIONS (MAY 2013)

(a) Definitions. As used in this clause--

Department of Defense Activity Address Code (DoDAAC) is a six position code that uniquely identifies a unit, activity, or organization.

Document type means the type of payment request or receiving report available for creation in Wide Area WorkFlow (WAWF).

Local processing office (LPO) is the office responsible for payment certification when payment certification is done external to the entitlement system.

(b) Electronic invoicing. The WAWF system is the method to electronically process vendor payment requests and receiving reports, as authorized by DFARS 252.232-7003, Electronic Submission of Payment Requests and Receiving Reports.

(c) WAWF access. To access WAWF, the Contractor shall--

- (1) Have a designated electronic business point of contact in the System for Award Management at <https://www.acquisition.gov>; and
- (2) Be registered to use WAWF at <https://wawf.eb.mil/> following the step-by-step procedures for self-registration available at this Web site.
- (d) WAWF training. The Contractor should follow the training instructions of the WAWF Web-Based Training Course and use the Practice Training Site before submitting payment requests through WAWF. Both can be accessed by selecting the "Web Based Training" link on the WAWF home page at <https://wawf.eb.mil/>.
- (e) WAWF methods of document submission. Document submissions may be via Web entry, Electronic Data Interchange, or File Transfer Protocol.
- (f) WAWF payment instructions. The Contractor must use the following information when submitting payment requests and receiving reports in WAWF for this contract/order:
- (1) Document type. The Contractor shall use the following document type(s).

Invoice and Receiving Report (Combo)

- (2) Inspection/acceptance location. The Contractor shall select the following inspection/acceptance location(s) in WAWF, as specified by the contracting officer.

Inspection location: Destination
Acceptance location: Destination

- (3) Document routing. The Contractor shall use the information in the Routing Data Table below only to fill in applicable fields in WAWF when creating payment requests and receiving reports in the system.

Routing Data Table*

Field Name in WAWF	Data to be entered in WAWF
Pay Official DoDAAC	HQ0790
Issue By DoDAAC	H98210
Admin DoDAAC	H98210
Inspect By DoDAAC	H98201
Ship To Code	_____
Ship From Code	_____
Mark For Code	_____
Service Approver (DoDAAC)	H98201
Service Acceptor (DoDAAC)	H98201
Accept at Other DoDAAC	_____
LPO DoDAAC	_____
DCAA Auditor DoDAAC	_____
Other DoDAAC(s)	_____

(4) Payment request and supporting documentation. The Contractor shall ensure a payment request includes appropriate contract line item and subline item descriptions of the work performed or supplies delivered, unit price/cost per unit, fee (if applicable), and all relevant back-up documentation, as defined in DFARS Appendix F, (e.g. timesheets) in support of each payment request.

(5) WAWF email notifications. The Contractor shall enter the email address identified below in the "Send Additional Email Notifications" field of WAWF once a document is submitted in the system.

Contract Specialist: (b)(6)
COR: (b)(6)

(g) WAWF point of contact. (1) The Contractor may obtain clarification regarding invoicing in WAWF from the following contracting activity's WAWF point of contact.

WAWF POC: (b)(6)

(2) For technical WAWF help, contact the WAWF helpdesk at 866-618-5988.

(End of clause)

(End of Summary of Changes)

2. CONTRACT NO. H98210-15-D-0001	3. AWARD/EFFECTIVE DATE 28-Feb-2016	4. ORDER NUMBER 0012	5. SOLICITATION NUMBER	6. SOLICITATION ISSUE DATE
7. FOR SOLICITATION INFORMATION CALL:		a. NAME	b. TELEPHONE NUMBER (No Collect Calls)	8. OFFER DUE DATE/LOCAL TIME

9. ISSUED BY DEFENSE HUMAN RESOURCES ACTIVITY 4800 MARK CENTER DRIVE. (b)(6) ALEXANDRIA VA 22350-4000 TEL: FAX:	CODE H98210	10. THIS ACQUISITION IS <input checked="" type="checkbox"/> SMALL BUSINESS <input type="checkbox"/> HUBZONE SMALL BUSINESS <input type="checkbox"/> SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS	<input type="checkbox"/> UNRESTRICTED OR <input checked="" type="checkbox"/> SET ASIDE: 100 % FOR: <input type="checkbox"/> WOMEN-OWNED SMALL BUSINESS (WOSB) ELIGIBLE UNDER THE WOMEN-OWNED SMALL BUSINESS PROGRAM <input type="checkbox"/> EDWOSB <input type="checkbox"/> 8(A) NAICS: 541910 SIZE STANDARD: \$14,000,000
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11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED <input type="checkbox"/> SEE SCHEDULE	12. DISCOUNT TERMS Net 30	<input type="checkbox"/> 13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700)	13b. RATING	14. METHOD OF SOLICITATION <input type="checkbox"/> RFQ <input type="checkbox"/> IFB <input type="checkbox"/> RFP
--	------------------------------	--	-------------	--

15. DELIVER TO JOINT ADVERT. MKT RES. STUDIES (JAMRS) (b)(6) 1919 SOUTH EADS STREET SUITE 100 ARLINGTON VA 22202	CODE HQ0584	16. ADMINISTERED BY DEFENSE HUMAN RESOURCES ACTIVITY 4800 MARK CENTER DRIVE, SUITE 07G12 ALEXANDRIA VA 22350-1300	CODE H98210
--	----------------	---	----------------

17a. CONTRACTOR/OFFEROR FORS MARSH GROUP LLC (b)(6) 1010 N. GLEBE RD, STE 510 ARLINGTON VA 22201-5761 TELEPHONE NO (b)(6)	CODE 360C2	FACILITY CODE	18a. PAYMENT WILL BE MADE BY DFAS COLUMBUS CENTER DFAS-CO/JAQ ATTN: CAPSW/OR P2 PO BOX 369016 COLUMBUS OH 43236-9016	CODE HQ0131
--	---------------	---------------	---	----------------

<input type="checkbox"/> 17b. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER	18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a. UNLESS BLOCK BELOW IS CHECKED <input checked="" type="checkbox"/> SEE ADDENDUM
--	--

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
SEE SCHEDULE					

25. ACCOUNTING AND APPROPRIATION DATA See Schedule	26. TOTAL AWARD AMOUNT (For Govt. Use Only) \$1,404,679.00
--	--

<input type="checkbox"/> 27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1. 52.212-4. FAR 52.212-3. 52.212-5 ARE ATTACHED. ADDENDA <input type="checkbox"/> ARE <input type="checkbox"/> ARE NOT ATTACHED	<input type="checkbox"/> 27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4. FAR 52.212-5 IS ATTACHED. ADDENDA <input type="checkbox"/> ARE <input type="checkbox"/> ARE NOT ATTACHED
--	--

<input type="checkbox"/> 28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN 0 COPIES TO ISSUING OFFICE. CONTRACTOR AGREES TO FURNISH AND DELIVER ALL ITEMS SET FORTH OR OTHERWISE IDENTIFIED ABOVE AND ON ANY ADDITIONAL SHEETS SUBJECT TO THE TERMS AND CONDITIONS SPECIFIED.	<input checked="" type="checkbox"/> 29. AWARD OF CONTRACT: REF. Technical and Price Proposal OFFER DATED 17-Feb-2016 . YOUR OFFER ON SOLICITATION (BLOCK 5), INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN, IS ACCEPTED AS TO ITEMS: SEE SCHEDULE
---	---

30a. SIGNATURE OF OFFEROR/CONTRACTOR	31a. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER) (b)(6)
--------------------------------------	--

30b. NAME AND TITLE OF SIGNER (TYPE OR PRINT)	30c. DATE SIGNED	31b. NAME OF CONTRACTING OFFICER (TYPE OR PRINT) (b)(6) Contract Specialist TEL (b)(6) EMAIL: (b)(6)	31c. DATE SIGNED 25-Feb-2016
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**SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS
(CONTINUED)**

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
<p>SEE SCHEDULE</p>					

32a. QUANTITY IN COLUMN 21 HAS BEEN
 RECEIVED INSPECTED ACCEPTED, AND CONFORMS TO THE CONTRACT, EXCEPT AS NOTED: _____

32b. SIGNATURE OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32c. DATE	32d. PRINTED NAME AND TITLE OF AUTHORIZED GOVERNMENT REPRESENTATIVE
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32e. MAILING ADDRESS OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32f. TELEPHONE NUMBER OF AUTHORIZED GOVERNMENT REPRESENTATIVE
32g. E-MAIL OF AUTHORIZED GOVERNMENT REPRESENTATIVE	

33. SHIP NUMBER <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	34. VOUCHER NUMBER	35. AMOUNT VERIFIED CORRECT FOR	36. PAYMENT <input type="checkbox"/> COMPLETE <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	37. CHECK NUMBER
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38. S/R ACCOUNT NUMBER	39. S/R VOUCHER NUMBER	40. PAID BY
------------------------	------------------------	-------------

41a. I CERTIFY THIS ACCOUNT IS CORRECT AND PROPER FOR PAYMENT	42a. RECEIVED BY <i>(Print)</i>		
41b. SIGNATURE AND TITLE OF CERTIFYING OFFICER	41c. DATE	42b. RECEIVED AT <i>(Location)</i>	
		42c. DATE REC'D <i>(YY/MM/DD)</i>	42d. TOTAL CONTAINERS

Section SF 1449 - CONTINUATION SHEET

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
1001		1,404,679	Each	\$1.00	\$1,404,679.00
EXERCISED OPTION	Survey Services and Market Research FFP FOB: Destination PURCHASE REQUEST NUMBER: H9820160270002000				
				NET AMT	\$1,404,679.00
ACRN AA CIN: H98201602700020000001					\$1,404,679.00

ACCOUNTING AND APPROPRIATION DATA

AA: 9760100 7301 001 86001 2527 XQ H5A6 H9820160270002 033181
AMOUNT: \$1,404,679.00
CIN H98201602700020000001: \$1,404,679.00

INSPECTION AND ACCEPTANCE TERMS

Supplies/services will be inspected/accepted at:

CLIN	INSPECT AT	INSPECT BY	ACCEPT AT	ACCEPT BY
1001	Destination	Government	Destination	Government

DELIVERY INFORMATION

CLIN	DELIVERY DATE	QUANTITY	SHIP TO ADDRESS	DODAAC
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1001	POP 28-FEB-2016 TO 27-FEB-2017	N/A	JOINT ADVERT, MKT RES, STUDIES (JAMRS) (b)(6) 1919 SOUTH EADS STREET SUITE 100 ARLINGTON VA 22202 (b)(6) FOB: Destination	HQ0584
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Administrative - Points of Contact:

Contract Specialist:

(b)(6)

(b)(6)

**Performance Work Statement
JAMRS
FY16 Youth Poll – Spring & Summer**

1.0 INTRODUCTION

The Joint Advertising, Market Research and Studies (JAMRS) program requires a Contractor to administer the currently continuously fielding, Youth Poll survey. The work involves survey planning, design and development, conducting and administering surveys, analysis of quantitative and qualitative survey data, production of reports regarding the results of the surveys, and determining prospect market trends and conditions based on results.

2.0 BACKGROUND

The DoD Youth Poll is one of the Joint Advertising, Market Research and Studies (JAMRS) program's core projects. The Youth Poll is a tracking study that serves as DoD's official source of information on the prospect market (i.e., youth between the ages of 16 and 24 years old). The Youth Poll provides frequent monitoring of youth's propensity and other key metrics (e.g., motivators and barriers to service, knowledge of military careers) that are vital to the Department's ability to detect changes in the youth market and allocate recruiting resources in the most efficient and effective manner. Thus, ultimately, the end goal of the Youth Poll is to provide OUSD(P&R) and the Services information necessary to make strategic and tactical recruitment-related decisions.

For over 35 years, the Department has been measuring propensity as it is the single best predictor of actual enlistment behavior and therefore essential for forecasting future recruitment supply. JAMRS is responsible for tracking propensity via the Youth Poll so as to prevent duplicative efforts within the Department. Because each of the Services, agencies, and programs require this information, it is much more cost-effective for one central agency to perform and disseminate the research rather than having each conduct similar studies independently. In addition to propensity, the Youth Poll tracks:

- attitudes toward joining the Military;

- knowledge of Military career options;
- engagement in pre-enlistment behaviors;
- reasons youth state for and against joining the Military; and
- perceptions of current events and the economy.

3.0 SCOPE

The Contractor shall provide all personnel, equipment, materials and other items necessary to perform Youth Poll market research and survey services.

4.0 REQUIREMENTS

The Contractor shall:

4.1 Attend a kickoff meeting in Arlington, Va. The purpose of the kickoff meeting is to clarify JAMRS' objectives and to discuss how the Contractor will address those objectives. Prepare and present a Project Activity Plan outlining all key tasks associated with all deliverables and their associated timelines required for complete execution of the task order. The Contractor shall provide JAMRS a written summary of the kick-off meeting discussion along with a plan for research.

4.2 Assist JAMRS in developing questionnaires for the Youth Poll Summer and Fall 2016 modules. Develop a survey content plan such that every questionnaire shall contain the same base set of questions designed to track key metrics (propensity to join the Military, future plans, consideration for joining the Military, military related knowledge, military favorability, engagement in pre-enlistment behaviors and perceptions of the economy) but will also allow flexibility for new questions and diverse content areas that can be tracked year over year while keeping survey administration times to less than 25 minutes. The questionnaires shall incorporate topics and/or items from previous years' Youth Poll surveys, input from Service POCS, and important constructs identified by JAMRS or through relevant literature.

4.3 Develop all mailing materials associated with the Youth Poll administration that are serialized for tracking purposes including: all notifications, cover letters, invitations letters, postcards, envelopes, questionnaires and return envelopes to be mailed to youth for the Youth Poll administrations.

4.4 Ensure all survey instruments and study protocols are compliant with the Office of the Under Secretary of Defense for Personnel and Readiness (OUSD P&R) Research Regulatory Oversight Office (R2O2) and all personnel involved with the study are up to date on human subjects research and ethics training. Furthermore, provide JAMRS personnel with a complete study protocol package will all necessary information and documentation to be submitted to the Government's R2O2 office for review and determination.

4.5 Conduct surveys on a continually fielding basis such that the following specifications are met:

4.5.1 Two administrations of the Youth Poll are conducted with a sample of nationally representative respondents between the ages of 16 and 24. For each administration, the sample shall be large enough using probability sampling techniques so that the data may be weighted to the national population and provide meaningful subgroup estimates with reasonable standard error estimates. Specifically, the design effect for key questions should typically be less than 2.0 and the sample size shall be sufficiently large enough to provide meaningful estimates for race/ethnicity by gender splits per administration. Data weights shall be developed for monthly data sets and wave-level data sets.

4.5.2 Adhere to the following survey specifications:

4.5.2.1 Mail to at least 40,000 youth per module, ensuring sampling accounts for gender, age, and state. Each module should result in roughly 5500 or more eligible responders.

4.5.2.2 Administer the survey, which should include a pre-notification, a reminder/thank you postcard, and survey packages.

4.5.2.3 Perform quality control checks on survey mailings and data entry.

4.5.2.4 Provide procedures that allows for respondents to ask questions about the survey, to report changes in status/address information, and to make survey requests.

4.6.1 Deliver via email, or other mutually agreeable electronic means, 8 weighted monthly datasets for data collected during this period of performance as well as the complete weighted module dataset collected during this period of performance. This data shall be delivered to JAMRS in SPSS and STATA formats. The datasets shall be made in a manner that is consistent with all previous waves of administration. This includes variable names, variable labels, values, and value labels that are consistent across administrations and with the questionnaire.

4.6.2 Deliver Annotated Questionnaires. The Contractor shall create and deliver via email or other electronic means annotated questionnaires that link questionnaire items with variables and values in the survey database and

shall include and document any administrative items included in the database (such as wave number, date of survey, etc.). The annotated questionnaires shall be delivered within one month after the end of each administration.

4.7 Develop two briefing decks (i.e., YP Spring 2016 and YP Summer 2016) focusing on trends in youth propensity and eight executive summaries/snapshots in the form of PowerPoint slides summarizing key trends in propensity and other tracking metrics from the base set of items measured in every Youth Poll questionnaire.

4.8 Develop one briefing deck that highlights key findings from unique aspects of the Spring 2016 Youth Poll Module.

4.9 Develop one briefing deck that highlights regional and state level findings using the state-level weighted dataset collected during calendar year 2015.

4.10 Document the sampling, data collection, weighting and analytic procedures for the Spring 2016 module in a Technical Report.

APPROXIMATE YOUTH POLL (YP) SURVEY & BRIEFING DECK SCHEDULE

Period of Performance 28 February 2016 through 27 February 2017

Study Wave	Data Collection (when new sample is released; allow 2 months after last date to end fielding window)	Unweighted Data	Weighted Data	Annotated Questionnaire	Propensity Briefing Deck	Module Briefing Deck
YP34 – Spring 2016	January - April 2016	NA	NA	NA	October 2016	December 2016
YP35 – Summer 2016	May – Aug 2016	November 2016	December 2016	December 2016	February 2016 (end of PoP)	NA

4.11 Monthly Status report, which includes the status of relevant issues associated with each tasking and a description of the remaining work to be done on the task.

5.0 DELIVERABLES

Deliverable	Ref.	Delivery Date
Kick-off meeting	Para 4.1	Within 1 week of award date
Written summary of Kick-off meeting	Para 4.1	Within 2 weeks of kickoff mtg
YP 2016 Summer Questionnaires	Para 4.2	Within 2 months of award
YP 2016 Fall Questionnaires	Para 4.2	30 July 2016
YP 2016 Summer & Fall Mailing Materials	Para 4.3	1 April 2016
Submit materials for Government R2O2 Review	Para 4.4	At least 2 weeks prior to printing
Weighted YP Summer 2016 Dataset	Para 4.6.1	9 January 2017
8 Weighted YP Monthly Datasets	Para 4.6.1	April through November during PoP
YP 2016 Spring Propensity Deck	Para 4.7	24 October 2016
YP 2016 Summer Propensity Deck	Para 4.7	End of PoP

Deliverable	Ref.	Delivery Date
Monthly YP Executive Summaries (April through November)	Para 4.7	April through November during PoP
YP 2016 Spring Module Brief	Para 4.8	15 December 2016
Regional & State Level Analysis Brief	Para 4.9	End of PoP
YP 2016 Spring Tech Report	Para 4.10	11 November 2016
YP 2016 Summer Annotated Questionnaire	Para 4.6.2	15 December 2016
Monthly Status Report	Para 4.11	Monthly during PoP by last workday of the month

6.0 GOVERNMENT FURNISHED INFORMATION

6.1 Sample Frame. JAMRS shall provide a sample frame that covers approximately 90% of the youth population (names and addresses for 16-24 year olds) for the Contractor to use to draw the samples for each administration of the Youth Poll.

6.2 Questionnaires. JAMRS shall provide previous Youth Poll questionnaires for the Contractor to use in the development of questionnaires.

CLAUSES INCORPORATED BY FULL TEXT

252.232-7006 WIDE AREA WORKFLOW PAYMENT INSTRUCTIONS (MAY 2013)

(a) Definitions. As used in this clause--

Department of Defense Activity Address Code (DoDAAC) is a six position code that uniquely identifies a unit, activity, or organization.

Document type means the type of payment request or receiving report available for creation in Wide Area WorkFlow (WAWF).

Local processing office (LPO) is the office responsible for payment certification when payment certification is done external to the entitlement system.

(b) Electronic invoicing. The WAWF system is the method to electronically process vendor payment requests and receiving reports, as authorized by DFARS 252.232-7003, Electronic Submission of Payment Requests and Receiving Reports.

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Invoice and Receiving Report (Combo)

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price/cost per unit, fee (if applicable), and all relevant back-up documentation, as defined in DFARS Appendix F, (e.g. timesheets) in support of each payment request.

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COR: (b)(6)

(g) WAWF point of contact. (1) The Contractor may obtain clarification regarding invoicing in WAWF from the following contracting activity's WAWF point of contact.

WAWF POC: (b)(6)

(2) For technical WAWF help, contact the WAWF helpdesk at 866-618-5988.

(End of clause)

AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT				1. CONTRACT ID CODE	PAGE OF PAGES	
				J	1	4
2. AMENDMENT/MODIFICATION NO. 01		3. EFFECTIVE DATE 21-Oct-2016	4. REQUISITION/PURCHASE REQ. NO. H9820160270002000		5. PROJECT NO.(If applicable)	
6. ISSUED BY DEFENSE HUMAN RESOURCES ACTIVITY 4800 MARK CENTER DRIVE, (b)(6) ALEXANDRIA VA 22350-4000		CODE H98210	7. ADMINISTERED BY (If other than item 6) See Item 6			
8. NAME AND ADDRESS OF CONTRACTOR (No., Street, County, State and Zip Code) EORS MARSH GROUP LLC (b)(6) 1010 N. GLEBE RD, STE 510 ARLINGTON VA 22201-5761				9A. AMENDMENT OF SOLICITATION NO.		
				9B. DATED (SEE ITEM 11)		
				X 10A. MOD. OF CONTRACT/ORDER NO. H98210-15-D-0001-0012		
				X 10B. DATED (SEE ITEM 13) 28-Feb-2016		
CODE 360C2		FACILITY CODE				
11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS						
<input type="checkbox"/> The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of offer <input type="checkbox"/> is extended, <input type="checkbox"/> is not extended. <p>Offer must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or as amended by one of the following methods: (a) By completing Items 8 and 15, and returning _____ copies of the amendment; (b) By acknowledging receipt of this amendment on each copy of the offer submitted; or (c) By separate letter or telegram which includes a reference to the solicitation and amendment numbers. FAILURE OF YOUR ACKNOWLEDGMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER. If by virtue of this amendment you desire to change an offer already submitted, such change may be made by telegram or letter, provided each telegram or letter makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.</p>						
12. ACCOUNTING AND APPROPRIATION DATA (If required)						
13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACT ORDERS. IT MODIFIES THE CONTRACT/ORDER NO. AS DESCRIBED IN ITEM 14.						
A. THIS CHANGE ORDER IS ISSUED PURSUANT TO: (Specify authority) THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDER NO. IN ITEM 10A.						
X B. THE ABOVE NUMBERED CONTRACT/ORDER IS MODIFIED TO REFLECT THE ADMINISTRATIVE CHANGES (such as changes in paying office, appropriation date, etc.) SET FORTH IN ITEM 14, PURSUANT TO THE AUTHORITY OF FAR 43.103(B).						
C. THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO PURSUANT TO AUTHORITY OF:						
D. OTHER (Specify type of modification and authority)						
E. IMPORTANT: Contractor <input checked="" type="checkbox"/> is not, <input type="checkbox"/> is required to sign this document and return _____ copies to the issuing office.						
14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by UCF section headings, including solicitation/contract subject matter where feasible.) Modification Control Number: (b)(4);(b)(3);10 The purpose of this modification is to change the payment office from DFAS to DA. As a result: 1. The DoDAAC in block 18a of the SF 1449 is changed from HQ0131 to HQ0790. The paying office address is changed to: DA/DHRA-ACCOUNTS PAYABLE DIRECTORATE P.O. BOX 183140 COLUMBUS OH, 43218-3140 2. The fiscal Station Code in the lines of accounting is changed from 033181 to 012147. 3. DFARS Clause 252.232-7006, Wide Area Workflow Payment instructions is changed to HQ0790 as the paying office. See summary of changes.						
Except as provided herein, all terms and conditions of the document referenced in Item 9A or 10A, as heretofore changed, remains unchanged and in full force and effect.						
15A. NAME AND TITLE OF SIGNER (Type or print)				16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print)		
				(b)(6) CONTRACT SPECIALIST		
				TEL: (b)(6)		EMAIL: (b)(6)
15B. CONTRACTOR/OFFEROR		15C. DATE SIGNED		16B. UNITED STATES OF AMERICA		16C. DATE SIGNED
(Signature of person authorized to sign)				BY (b)(6)		19-Oct-2016
				(Signature of Contracting Officer)		

SECTION SF 30 BLOCK 14 CONTINUATION PAGE

SUMMARY OF CHANGES

SECTION SF 1449 - CONTINUATION SHEET

SOLICITATION/CONTRACT FORM

The 'mail invoices to the address shown in block' field has changed from 1 to 0.

The 'administered by' organization has changed from
DEFENSE HUMAN RESOURCES ACTIVITY
4800 MARK CENTER DRIVE,
(b)(6)
ALEXANDRIA VA 22350-1300
to
DEFENSE HUMAN RESOURCES ACTIVITY
4800 MARK CENTER DRIVE,
(b)(6)
ALEXANDRIA VA 22350-4000

The 'Payment will be made by' organization has changed from
DFAS COLUMBUS CENTER
DFAS-CO/JAQ
ATTN : CAPSW/OR P2
PO BOX 369016
COLUMBUS OH 43236-9016
to
DFAS COLUMBUS CENTER
DAI/DHRA - ACCOUNTS PAYABLE DIRECTORATE
PO BOX 183140
COLUMBUS OH 43218-3140

The following have been modified:

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- (1) Have a designated electronic business point of contact in the System for Award Management at <https://www.acquisition.gov>; and
- (2) Be registered to use WAWF at <https://wawf.eb.mil/> following the step-by-step procedures for self-registration available at this Web site.
- (d) WAWF training. The Contractor should follow the training instructions of the WAWF Web-Based Training Course and use the Practice Training Site before submitting payment requests through WAWF. Both can be accessed by selecting the "Web Based Training" link on the WAWF home page at <https://wawf.eb.mil/>.
- (e) WAWF methods of document submission. Document submissions may be via Web entry, Electronic Data Interchange, or File Transfer Protocol.
- (f) WAWF payment instructions. The Contractor must use the following information when submitting payment requests and receiving reports in WAWF for this contract/order:
- (1) Document type. The Contractor shall use the following document type(s).

Invoice and Receiving Report (Combo)

- (2) Inspection/acceptance location. The Contractor shall select the following inspection/acceptance location(s) in WAWF, as specified by the contracting officer.

Inspection location: Destination
Acceptance location: Destination

- (3) Document routing. The Contractor shall use the information in the Routing Data Table below only to fill in applicable fields in WAWF when creating payment requests and receiving reports in the system.

Routing Data Table*

Field Name in WAWF	Data to be entered in WAWF
Pay Official DoDAAC	HQ0790
Issue By DoDAAC	H98210
Admin DoDAAC	H98210
Inspect By DoDAAC	H98201
Ship To Code	_____
Ship From Code	_____
Mark For Code	_____
Service Approver (DoDAAC)	H98201
Service Acceptor (DoDAAC)	H98201
Accept at Other DoDAAC	_____
LPO DoDAAC	_____
DCAA Auditor DoDAAC	_____
Other DoDAAC(s)	_____

(4) Payment request and supporting documentation. The Contractor shall ensure a payment request includes appropriate contract line item and subline item descriptions of the work performed or supplies delivered, unit price/cost per unit, fee (if applicable), and all relevant back-up documentation, as defined in DFARS Appendix F, (e.g. timesheets) in support of each payment request.

(5) WAWF email notifications. The Contractor shall enter the email address identified below in the "Send Additional Email Notifications" field of WAWF once a document is submitted in the system.

Contract Specialist: (b)(6)
COR: (b)(6)

(g) WAWF point of contact. (1) The Contractor may obtain clarification regarding invoicing in WAWF from the following contracting activity's WAWF point of contact.

WAWF POC: (b)(6)

(2) For technical WAWF help, contact the WAWF helpdesk at 866-618-5988.

(End of clause)

(End of Summary of Changes)

2. CONTRACT NO. H98210-15-D-0001 3. AWARD/EFFECTIVE DATE 18-Mar-2016 4. ORDER NUMBER 0013 5. SOLICITATION NUMBER 6. SOLICITATION ISSUE DATE

7. FOR SOLICITATION INFORMATION CALL: a. NAME b. TELEPHONE NUMBER (No Collect Calls) 8. OFFER DUE DATE/LOCAL TIME

9. ISSUED BY CODE H98210
 DEFENSE HUMAN RESOURCES ACTIVITY
 4800 MARK CENTER DRIVE.
 (b)(6)
 ALEXANDRIA VA 22350-4000
 TEL:
 FAX:

10. THIS ACQUISITION IS UNRESTRICTED OR SET ASIDE: 100% FOR:
 SMALL BUSINESS WOMEN-OWNED SMALL BUSINESS (WOSB) ELIGIBLE UNDER THE WOMEN-OWNED SMALL BUSINESS PROGRAM
 HUBZONE SMALL BUSINESS EDWOSB NAICS: 541910
 SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS 8(A) SIZE STANDARD: \$14,000,000

11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED SEE SCHEDULE 12. DISCOUNT TERMS Net 30 13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700) 13b. RATING 14. METHOD OF SOLICITATION RFQ IFB RFP

15. DELIVER TO CODE HQ0584
 JOINT ADVERT. MKT. RES. STUDIES (JAMRS)
 (b)(6)
 1919 SOUTH EADS STREET SUITE 100
 ARLINGTON VA 22202

16. ADMINISTERED BY CODE H98210
 DEFENSE HUMAN RESOURCES ACTIVITY
 4800 MARK CENTER DRIVE,
 SUITE 07G12
 ALEXANDRIA VA 22350-1300

17a. CONTRACTOR/OFFEROR CODE 360C2 FACILITY CODE
 FORS MARSH GROUP LLC
 (b)(6)
 1010 N. GLEBE RD, STE 510
 ARLINGTON VA 22201-5761
 TELEPHONE NO. (b)(6)

18a. PAYMENT WILL BE MADE BY CODE HQ0131
 DFAS COLUMBUS CENTER
 DFAS-CO/JAQ
 ATTN: CAPSW/OR P2
 PO BOX 369016
 COLUMBUS OH 43236-9016

17b. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER 18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a. UNLESS BLOCK BELOW IS CHECKED SEE ADDENDUM

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
SEE SCHEDULE					

25. ACCOUNTING AND APPROPRIATION DATA See Schedule 26. TOTAL AWARD AMOUNT (For Govt. Use Only) \$533,989.64

27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1. 52.212-4. FAR 52.212-3. 52.212-5 ARE ATTACHED. ADDENDA ARE ARE NOT ATTACHED
 27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4. FAR 52.212-5 IS ATTACHED. ADDENDA ARE ARE NOT ATTACHED

28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN 0 COPIES TO ISSUING OFFICE. CONTRACTOR AGREES TO FURNISH AND DELIVER ALL ITEMS SET FORTH OR OTHERWISE IDENTIFIED ABOVE AND ON ANY ADDITIONAL SHEETS SUBJECT TO THE TERMS AND CONDITIONS SPECIFIED. 29. AWARD OF CONTRACT: REF. Technical and Price Proposal OFFER DATED 09-Mar-2016. YOUR OFFER ON SOLICITATION (BLOCK 5), INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN, IS ACCEPTED AS TO ITEMS: SEE SCHEDULE

30a. SIGNATURE OF OFFEROR/CONTRACTOR 31a. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER)
 (b)(6)

30b. NAME AND TITLE OF SIGNER (TYPE OR PRINT) 30c. DATE SIGNED 31b. NAME OF CONTRACTING OFFICER (TYPE OR PRINT) 31c. DATE SIGNED
 (b)(6) / Contract Specialist TEL: (b)(6) 15-Mar-2016
 EMAIL: (b)(6)

**SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS
(CONTINUED)**

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
<p>SEE SCHEDULE</p>					

32a. QUANTITY IN COLUMN 21 HAS BEEN
 RECEIVED INSPECTED ACCEPTED, AND CONFORMS TO THE CONTRACT, EXCEPT AS NOTED: _____

32b. SIGNATURE OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32c. DATE	32d. PRINTED NAME AND TITLE OF AUTHORIZED GOVERNMENT REPRESENTATIVE
--	-----------	---

32e. MAILING ADDRESS OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32f. TELEPHONE NUMBER OF AUTHORIZED GOVERNMENT REPRESENTATIVE
	32g. E-MAIL OF AUTHORIZED GOVERNMENT REPRESENTATIVE

33. SHIP NUMBER <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	34. VOUCHER NUMBER	35. AMOUNT VERIFIED CORRECT FOR	36. PAYMENT <input type="checkbox"/> COMPLETE <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	37. CHECK NUMBER
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38. S/R ACCOUNT NUMBER	39. S/R VOUCHER NUMBER	40. PAID BY
------------------------	------------------------	-------------

41a. I CERTIFY THIS ACCOUNT IS CORRECT AND PROPER FOR PAYMENT	42a. RECEIVED BY <i>(Print)</i>		
41b. SIGNATURE AND TITLE OF CERTIFYING OFFICER	41c. DATE	42b. RECEIVED AT <i>(Location)</i>	
		42c. DATE REC'D <i>(YY/MM/DD)</i>	42d. TOTAL CONTAINERS

Section SF 1449 - CONTINUATION SHEET

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
1001		533,989.64	Each	\$1.00	\$533,989.64
EXERCISED OPTION	Survey Services and Market Research FFP FOB: Destination PURCHASE REQUEST NUMBER: H9820160490002000				
					NET AMT
					\$533,989.64
ACRN AA					\$533,989.64
CIN: H98201604900020001001					

ACCOUNTING AND APPROPRIATION DATA

AA: 9760100 7301 001 86001 2516 XQ H5A6 H9820160490002 033181
 AMOUNT: \$533,989.64
 CIN H98201604900020001001: \$533,989.64

INSPECTION AND ACCEPTANCE TERMS

Supplies/services will be inspected/accepted at:

CLIN	INSPECT AT	INSPECT BY	ACCEPT AT	ACCEPT BY
1001	Destination	Government	Destination	Government

DELIVERY INFORMATION

CLIN	DELIVERY DATE	QUANTITY	SHIP TO ADDRESS	DODAAC
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1001	POP 18-MAR-2016 TO 17-MAR-2017	N/A	JOINT ADVERT, MKT RES, STUDIES (JAMRS) (b)(6) 1919 SOUTH EADS STREET SUITE 100 ARLINGTON VA 22202 (b)(6) FOB: Destination	HQ0584
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Administrative - Points of Contact:

Contract Specialist:

(b)(6)

(b)(6)

Performance Work Statement JAMRS FY16 DoD Market Segmentation

1.0 INTRODUCTION

The Joint Advertising, Market Research and Studies (JAMRS) program requires a market segmentation system that divides the total US market into smaller, more meaningful submarkets to assist recruiting efforts. Furthermore, Department of Defense (DoD) and the Services require analyses that provide military-relevant intelligence on segments of the market to better locate and reach high-potential or core segments of the market.

2.0 BACKGROUND

JAMRS is an official DoD program for joint marketing communications and market research and studies. Its mission is to measure and help broaden people's understanding of military service as a career option, and its programs help bolster the effectiveness of all the Services' recruiting and retention efforts. JAMRS' primary research objective is to understand and provide key metrics regarding the recruiting market. This essential information allows the Services to forecast and react to recruiting market shifts, allocate recruiting resources efficiently and conduct informed advertising planning. One specific need of the Services' recruiting commands and DoD leadership is for market segmentation data and analyses. Market segmentation provides insight on which submarkets are joining the Military at high rates, what these submarkets are like, where to find more of them and how to better reach them. Furthermore, this information is used by the Services' recruiting commands to better understand localized recruiting markets by identifying the segments that are predominant in local markets and military-relevant information to better reach the predominant segments.

3.0 SCOPE

The Contractor shall provide all personnel, equipment, materials and other items necessary to perform Market Segmentation and market data services.

4.0 REQUIREMENTS

The Contractor shall:

- 4.1 Attend a kickoff meeting with JAMRS personnel in person or via teleconference. The purpose of the kickoff meeting is to clarify JAMRS' objectives and to discuss how the Contractor will address those objectives. The Contractor shall provide JAMRS a written summary of the kick-off meeting discussion along with a plan for research.
- 4.2 Provide JAMRS and POCs from the Services' recruiting commands access to a segmentation system. The segmentation system shall be based on data (e.g., demographics) that link the segments to geographic areas. The Contractor shall provide at least 10 licenses/copies of a segmentation analysis tool, 3 copies of coding software, a data directory, and access to a demographic database that includes segment specific information.
- 4.3 Append segment codes based on existing code definitions and use the most recent military accession data sets.
- 4.4 Perform an analysis of Accession data at the National level. Key segmentation trends will be examined for the Joint Services and each specific Service using the past three years of data to provide insight into the recruiting market.
- 4.5 Produce 12 case studies that take an in-depth look at the recruiting picture of large metropolitan areas across the United States. This analysis shall evaluate segmentation trends for the market, recruiting hot-spots (based on segmentation data), media and lifestyle characteristics of key segment households, as well as the economic, health, political, and socio-demographic make-up of the area. This level of analysis shall be more detailed than that of the National Overview.
- 4.6 Provide an analysis of joint and Service-specific core segment media habits and outlets with the highest potential of generating leads and recruits. This analysis shall be based on previous FY accession performance and shall provide results and recommendations for print, television, radio, and web detailed in an executive note.
- 4.7 Supplement existing segmentation characteristics with Military-specific information on segments based upon JAMRS research (e.g., Ad Tracking, Youth Polls) in a Marketing Guide. The Marketing Guide shall provide military-related information about the attitudes and interests of youth and influencers within each segment, which shall ultimately allow DoD users to communicate more effectively with these groups. The Marketing Guide shall be available in electronic form as well as 30 printed booklets or binders to distribute to recruiting command stakeholders. A technical report detailing the methodology used to integrate the various JAMRS research sources shall be included with the Marketing Guide.
- 4.8 Provide JAMRS with ad hoc data segmentation analyses, responses to individual Service requests, consultation on the segmentation system, and technical and methodological questions regarding market segmentation.
- 4.9 Provide Monthly Status reports, which includes the status of relevant issues associated with each tasking and a description of the remaining work to be done on the task.

5.0 DELIVERABLES

Deliverable	Ref.	Delivery Date (on or about)
Kick-off meeting	Para 4.1	Within 1 week of award
Written summary of Kick-off meeting	Para 4.1	2 weeks following kick-off mtg
Segmentation System	Para 4.2	Deliverable schedule set during kick-off meeting

Deliverable	Ref.	Delivery Date (on or about)
Coded Applicant and Accession Data	Para 4.3	15 April 2016
National Overview	Para 4.4	17 March 2017
Case Studies	Para 4.5	Throughout PoP (12 case studies in total)
Media Guide	Para 4.6	17 March 2017
Marketing Guide	Para 4.7	17 March 2017
Segmentation Ad-hoc requests	Para 4.8	Throughout PoP
Monthly Status Report	Para 4.9	Monthly during PoP

CLAUSES INCORPORATED BY REFERENCE

252.232-7006

Wide Area WorkFlow Payment Instructions

MAY 2013

AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT			1. CONTRACT ID CODE	PAGE OF PAGES	
			J	1	4
2. AMENDMENT/MODIFICATION NO. 01	3. EFFECTIVE DATE 21-Oct-2016	4. REQUISITION/PURCHASE REQ. NO. H9820160490002000		5. PROJECT NO.(If applicable)	
6. ISSUED BY DEFENSE HUMAN RESOURCES ACTIVITY 4800 MARK CENTER DRIVE, (b)(6) ALEXANDRIA VA 22350-4000		CODE H98210	7. ADMINISTERED BY (If other than item 6) See Item 6		
8. NAME AND ADDRESS OF CONTRACTOR (No., Street, County, State and Zip Code) FORS MARSH GROUP LLC (b)(6) 1010 N. GLEBE RD, STE 510 ARLINGTON VA 22201-5761			9A. AMENDMENT OF SOLICITATION NO.		
			9B. DATED (SEE ITEM 11)		
			X	10A. MOD. OF CONTRACT/ORDER NO. H98210-15-D-0001-0013	
			X	10B. DATED (SEE ITEM 13) 18-Mar-2016	
CODE 360C2		FACILITY CODE			
11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS					
<input type="checkbox"/> The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of offer <input type="checkbox"/> is extended, <input type="checkbox"/> is not extended. <p>Offer must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or as amended by one of the following methods: (a) By completing Items 8 and 15, and returning _____ copies of the amendment; (b) By acknowledging receipt of this amendment on each copy of the offer submitted; or (c) By separate letter or telegram which includes a reference to the solicitation and amendment numbers. FAILURE OF YOUR ACKNOWLEDGMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER. If by virtue of this amendment you desire to change an offer already submitted, such change may be made by telegram or letter, provided each telegram or letter makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.</p>					
12. ACCOUNTING AND APPROPRIATION DATA (If required)					
13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACT ORDERS. IT MODIFIES THE CONTRACT/ORDER NO. AS DESCRIBED IN ITEM 14.					
A. THIS CHANGE ORDER IS ISSUED PURSUANT TO: (Specify authority) THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDER NO. IN ITEM 10A.					
X	B. THE ABOVE NUMBERED CONTRACT/ORDER IS MODIFIED TO REFLECT THE ADMINISTRATIVE CHANGES (such as changes in paying office, appropriation date, etc.) SET FORTH IN ITEM 14, PURSUANT TO THE AUTHORITY OF FAR 43.103(B).				
C. THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO PURSUANT TO AUTHORITY OF:					
D. OTHER (Specify type of modification and authority)					
E. IMPORTANT: Contractor <input checked="" type="checkbox"/> is not, <input type="checkbox"/> is required to sign this document and return _____ copies to the issuing office.					
14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by UCF section headings, including solicitation/contract subject matter where feasible.) Modification Control Number: (b)(4);(b)(3):10 The purpose of this modification is to change the payment office from DFAS to DAI. As a result: 1. The DoDAAC in block 18a of the SF 1449 is changed from HQ0131 to HQ0790. The paying office address is changed to: DA/DHRA-ACCOUNTS PAYABLE DIRECTORATE P.O. BOX 183140 COLUMBUS OH, 43218-3140 2. The fiscal Station Code in the lines of accounting is changed from 033181 to 012147. 3. DFARS Clause 252.232-7006, Wide Area Workflow Payment instructions is changed to HQ0790 as the paying office. See summary of changes.					
Except as provided herein, all terms and conditions of the document referenced in Item 9A or 10A, as heretofore changed, remains unchanged and in full force and effect.					
15A. NAME AND TITLE OF SIGNER (Type or print)			16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print)		
			(b)(6) CONTRACT SPECIALIST		
			TEL: (b)(6)		EMAIL: (b)(6)
15B. CONTRACTOR/OFFEROR		15C. DATE SIGNED		16B. UNITED STATES OF AMERICA	
(Signature of person authorized to sign)				(b)(6)	
				BY: (Signature of Contracting Officer)	
				16C. DATE SIGNED 19-Oct-2016	

SECTION SF 30 BLOCK 14 CONTINUATION PAGE

SUMMARY OF CHANGES

SECTION SF 1449 - CONTINUATION SHEET

SOLICITATION/CONTRACT FORM

The 'mail invoices to the address shown in block' field has changed from 1 to 0.

The 'administered by' organization has changed from
DEFENSE HUMAN RESOURCES ACTIVITY
4800 MARK CENTER DRIVE,
(b)(6)
ALEXANDRIA VA 22350-1300
to
DEFENSE HUMAN RESOURCES ACTIVITY
4800 MARK CENTER DRIVE,
(b)(6)
ALEXANDRIA VA 22350-4000

The 'Payment will be made by' organization has changed from
DFAS COLUMBUS CENTER
DFAS-CO/JAQ
ATTN : CAPSW/OR P2
PO BOX 369016
COLUMBUS OH 43236-9016
to
DFAS COLUMBUS CENTER
DAI/DHRA - ACCOUNTS PAYABLE DIRECTORATE
PO BOX 183140
COLUMBUS OH 43218-3140

The following have been modified:

252.232-7006 WIDE AREA WORKFLOW PAYMENT INSTRUCTIONS (MAY 2013)

(a) Definitions. As used in this clause--

Department of Defense Activity Address Code (DoDAAC) is a six position code that uniquely identifies a unit, activity, or organization.

Document type means the type of payment request or receiving report available for creation in Wide Area WorkFlow (WAWF).

Local processing office (LPO) is the office responsible for payment certification when payment certification is done external to the entitlement system.

(b) Electronic invoicing. The WAWF system is the method to electronically process vendor payment requests and receiving reports, as authorized by DFARS 252.232-7003, Electronic Submission of Payment Requests and Receiving Reports.

(c) WAWF access. To access WAWF, the Contractor shall--

- (1) Have a designated electronic business point of contact in the System for Award Management at <https://www.acquisition.gov>; and
- (2) Be registered to use WAWF at <https://wawf.eb.mil/> following the step-by-step procedures for self-registration available at this Web site.
- (d) WAWF training. The Contractor should follow the training instructions of the WAWF Web-Based Training Course and use the Practice Training Site before submitting payment requests through WAWF. Both can be accessed by selecting the "Web Based Training" link on the WAWF home page at <https://wawf.eb.mil/>.
- (e) WAWF methods of document submission. Document submissions may be via Web entry, Electronic Data Interchange, or File Transfer Protocol.
- (f) WAWF payment instructions. The Contractor must use the following information when submitting payment requests and receiving reports in WAWF for this contract/order:

- (1) Document type. The Contractor shall use the following document type(s).

Invoice and Receiving Report (Combo)

- (2) Inspection/acceptance location. The Contractor shall select the following inspection/acceptance location(s) in WAWF, as specified by the contracting officer.

Inspection location: Destination

Acceptance location: Destination

- (3) Document routing. The Contractor shall use the information in the Routing Data Table below only to fill in applicable fields in WAWF when creating payment requests and receiving reports in the system.

Routing Data Table*

Field Name in WAWF	Data to be entered in WAWF
Pay Official DoDAAC	HQ0790
Issue By DoDAAC	H98210
Admin DoDAAC	H98210
Inspect By DoDAAC	H98201
Ship To Code	_____
Ship From Code	_____
Mark For Code	_____
Service Approver (DoDAAC)	H98201
Service Acceptor (DoDAAC)	H98201
Accept at Other DoDAAC	_____
LPO DoDAAC	_____
DCAA Auditor DoDAAC	_____
Other DoDAAC(s)	_____

- (4) Payment request and supporting documentation. The Contractor shall ensure a payment request includes appropriate contract line item and subline item descriptions of the work performed or supplies delivered, unit

price/cost per unit, fee (if applicable), and all relevant back-up documentation, as defined in DFARS Appendix F, (e.g. timesheets) in support of each payment request.

(5) WAWF email notifications. The Contractor shall enter the email address identified below in the "Send Additional Email Notifications" field of WAWF once a document is submitted in the system.

Contract Specialist: (b)(6)

COR: (b)(6)

(g) WAWF point of contact. (1) The Contractor may obtain clarification regarding invoicing in WAWF from the following contracting activity's WAWF point of contact.

WAWF POC: (b)(6)

(2) For technical WAWF help, contact the WAWF helpdesk at 866-618-5988.

(End of clause)

(End of Summary of Changes)

SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS <i>OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, AND 30</i>				1. REQUISITION NUMBER H98210160570002000		PAGE 1 OF 9	
2. CONTRACT NO. H98210-15-D-0001		3. AWARD/EFFECTIVE DATE 01-Apr-2016		4. ORDER NUMBER 0014		5. SOLICITATION NUMBER	
6. SOLICITATION ISSUE DATE		7. FOR SOLICITATION INFORMATION CALL:		a. NAME		b. TELEPHONE NUMBER (No Collect Calls)	
8. OFFER DUE DATE/LOCAL TIME		9. ISSUED BY DEFENSE HUMAN RESOURCES ACTIVITY 4800 MARK CENTER DRIVE. (b)(6) ALEXANDRIA VA 22350-4000 TEL: FAX:		10. THIS ACQUISITION IS <input checked="" type="checkbox"/> SMALL BUSINESS <input type="checkbox"/> HUBZONE SMALL BUSINESS <input type="checkbox"/> SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS UNRESTRICTED OR <input checked="" type="checkbox"/> SET ASIDE: 100% FOR: WOMEN-OWNED SMALL BUSINESS (WOSB) ELIGIBLE UNDER THE WOMEN-OWNED SMALL BUSINESS PROGRAM EDWOSB 8(A) NAICS: 541910 SIZE STANDARD: \$14,000,000			
11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED <input type="checkbox"/> SEE SCHEDULE		12. DISCOUNT TERMS Net 30		13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700) <input type="checkbox"/>		13b. RATING	
14. METHOD OF SOLICITATION <input type="checkbox"/> RFQ <input type="checkbox"/> IFB <input type="checkbox"/> RFP		15. DELIVER TO JOINT ADVERT. MKT. RES. STUDIES (JAMRS) (b)(6) 1919 SOUTH EADS STREET SUITE 100 ARLINGTON VA 22202		16. ADMINISTERED BY SEE ITEM 9			
17a. CONTRACTOR/OFFEROR FORS MARSH GROUP LLC (b)(6) 1010 N. GLEBE RD, STE 510 ARLINGTON VA 22201-5761 TELEPHONE NO. (b)(6)		17b. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER <input type="checkbox"/>		18a. PAYMENT WILL BE MADE BY DFAS COLUMBUS CENTER DFAS-CO/JAQ ATTN: CAPSW/OR P2 PO BOX 369016 COLUMBUS OH 43236-9016		18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a. UNLESS BLOCK BELOW IS CHECKED <input checked="" type="checkbox"/> SEE ADDENDUM	
19. ITEM NO.		20. SCHEDULE OF SUPPLIES/ SERVICES		21. QUANTITY		22. UNIT	
		SEE SCHEDULE				23. UNIT PRICE	
						24. AMOUNT	
25. ACCOUNTING AND APPROPRIATION DATA See Schedule				26. TOTAL AWARD AMOUNT (For Govt. Use Only) \$1,503,029.84			
27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1, 52.212-4, FAR 52.212-3, 52.212-5 ARE ATTACHED. ADDENDA <input type="checkbox"/> ARE <input type="checkbox"/> ARE NOT ATTACHED				27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4, FAR 52.212-5 IS ATTACHED. ADDENDA <input type="checkbox"/> ARE <input type="checkbox"/> ARE NOT ATTACHED			
28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN 0 COPIES TO ISSUING OFFICE. CONTRACTOR AGREES TO FURNISH AND DELIVER ALL ITEMS SET FORTH OR OTHERWISE IDENTIFIED ABOVE AND ON ANY ADDITIONAL SHEETS SUBJECT TO THE TERMS AND CONDITIONS SPECIFIED.				29. AWARD OF CONTRACT: REF. Technical and Price Proposal OFFER DATED 21-Mar-2016. YOUR OFFER ON SOLICITATION (BLOCK 5), INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN, IS ACCEPTED AS TO ITEMS: SEE SCHEDULE			
30a. SIGNATURE OF OFFEROR/CONTRACTOR				31a. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER) (b)(6)			
30b. NAME AND TITLE OF SIGNER (TYPE OR PRINT)		30c. DATE SIGNED		31b. NAME OF CONTRACTING OFFICER (TYPE OR PRINT) (b)(6) Contract Specialist TEL: (b)(6) EMAIL: (b)(6)		31c. DATE SIGNED 29-Mar-2016	

**SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS
(CONTINUED)**

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
<p>SEE SCHEDULE</p>					

32a. QUANTITY IN COLUMN 21 HAS BEEN
 RECEIVED INSPECTED ACCEPTED, AND CONFORMS TO THE CONTRACT, EXCEPT AS NOTED: _____

32b. SIGNATURE OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32c. DATE	32d. PRINTED NAME AND TITLE OF AUTHORIZED GOVERNMENT REPRESENTATIVE
--	-----------	---

32e. MAILING ADDRESS OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32f. TELEPHONE NUMBER OF AUTHORIZED GOVERNMENT REPRESENTATIVE
32g. E-MAIL OF AUTHORIZED GOVERNMENT REPRESENTATIVE	

33. SHIP NUMBER <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	34. VOUCHER NUMBER	35. AMOUNT VERIFIED CORRECT FOR	36. PAYMENT <input type="checkbox"/> COMPLETE <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	37. CHECK NUMBER
--	--------------------	---------------------------------	--	------------------

38. S/R ACCOUNT NUMBER	39. S/R VOUCHER NUMBER	40. PAID BY
------------------------	------------------------	-------------

41a. I CERTIFY THIS ACCOUNT IS CORRECT AND PROPER FOR PAYMENT	42a. RECEIVED BY <i>(Print)</i>		
41b. SIGNATURE AND TITLE OF CERTIFYING OFFICER	41c. DATE	42b. RECEIVED AT <i>(Location)</i>	
		42c. DATE REC'D <i>(YY/MM/DD)</i>	42d. TOTAL CONTAINERS

Section SF 1449 - CONTINUATION SHEET

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
1001	Survey Services and Market Research	1,494,308.84	Each	\$1.00	\$1,494,308.84
EXERCISED OPTION	FFP FOB: Destination PURCHASE REQUEST NUMBER: H9820160570002000				

NET AMT	\$1,494,308.84
---------	----------------

ACRN AA	\$1,494,308.84
CIN: H98201605700020001001	

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
1002	Travel	9	Unitless		\$8,721.00
EXERCISED OPTION	COST Not to Exceed \$8,721.00 FOB: Destination PURCHASE REQUEST NUMBER: H9820160570002000				

ESTIMATED COST	\$8,721.00
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ACRN AA	\$8,721.00
CIN: H98201605700020001002	

DELIVERY INFORMATION

CLIN	DELIVERY DATE	QUANTITY	SHIP TO ADDRESS	DODAAC
1001	POP 01-APR-2016 TO 31-MAR-2017	N/A	JOINT ADVERT, MKT RES, STUDIES (JAMRS) (b)(6) 1919 SOUTH EADS STREET SUITE 100 ARLINGTON VA 22202 (b)(6) FOB: Destination	HQ0584
1002	POP 01-APR-2016 TO 31-MAR-2017	N/A	(SAME AS PREVIOUS LOCATION) FOB: Destination	HQ0584

ACCOUNTING AND APPROPRIATION DATA

AA: 9760100 7301 001 86001 2516 XQ H5A6 H9820160570002 033181
AMOUNT: \$1,503,029.84
CIN H98201605700020001001: \$1,494,308.84
CIN H98201605700020001002: \$8,721.00

INSPECTION AND ACCEPTANCE TERMS

Supplies/services will be inspected/accepted at:

CLIN	INSPECT AT	INSPECT BY	ACCEPT AT	ACCEPT BY
1001	Destination	Government	Destination	Government
1002	Destination	Government	Destination	Government

Administrative - Points of Contact:

Contract Specialist:

(b)(6)

(b)(6)

Performance Work Statement JAMRS FY16 Advertising Tracking Study

1.0 INTRODUCTION

The Joint Advertising Tracking Study is one of JAMRS' core projects. Through this study, JAMRS provides DoD, as well as each of the military Services and Components with a measure of the effectiveness of their advertising efforts. The three target audiences for the study are: 1) military recruiting targets aged 16-24; 2) adult influencers with a son, daughter or other direct contact with a youth aged 12-21; and 3) reserve component targets aged 17-35.

2.0 BACKGROUND

JAMRS is an official DoD program for joint marketing communications and market research and studies. Its mission is to measure and help broaden people's understanding of military service as a career option, and its programs help bolster the effectiveness of all the Services' recruiting and retention efforts. One of JAMRS' core functions is to perform market and recruiting studies in order to provide valuable resources to recruiting professionals across all branches of the Military and agencies of the Department of Defense (DoD).

Due to its status as a joint-level program, JAMRS is able to provide a single, centralized, independent, and cost-effective advertising measurement solution. The Joint Advertising Tracking System:

- Tracks awareness of and reactions to the advertising campaigns (including ads, ad slogans, and Web sites) of the various branches of the Military and JAMRS.
- Tracks perceptions of the imagery associated with the various military branches.
- Tracks interest in joining (among potential recruits) and likelihood of encouraging others to join (among influencers) and relates these findings to other metrics in the study.
- Provides results that are used to understand youth awareness of and attitudes toward advertising, and general perceptions of the Services.
- Provides metrics used by some Services and by JAMRS to evaluate advertising agencies.

3.0 SCOPE

The Contractor shall provide all personnel, equipment, materials and other items necessary to perform market research and survey services with regards to Advertising Tracking Study.

4.0 REQUIREMENTS

The Contractor shall:

4.1 Attend a kickoff meeting in Arlington, Va. The purpose of the kickoff meeting is to clarify JAMRS' objectives and to discuss how the Contractor will address those objectives. The Contractor shall provide JAMRS a written summary of the kick-off meeting discussion along with a plan for research.

4.2 Ensure all survey instruments and study protocols are compliant with the Office of the Under Secretary of Defense for Personnel and Readiness (OUSD P&R) Research Regulatory Oversight Office (R2O2) and all personnel involved with the study are up to date on human subjects research and ethics training. Furthermore, provide JAMRS personnel with a complete study protocol package will all necessary information and documentation to be submitted to the Government's R2O2 office for review and determination.

4.3 Conduct continuously fielding surveys of three defined target audience segments beginning on 1 April 2016 using samples of nationally representative respondents. The sample shall be random and large enough using probability sampling techniques so that data may be weighted to the national population and provide meaningful standard error estimates. The samples shall be weighted to the national population. The data shall be weighted on demographic variables such as race, age, gender, education and region. The Contractor shall adhere to the following survey specifications:

4.3.1 Continuously field three separate surveys among three sub populations of interest: 1) a Military Recruiting population targeting 16-24 year old youth, 2) an Adult Influencer population targeting mothers, fathers, and other key influencers of youth, and 3) a Reserves Component sample targeting individuals in the US population age 17 to 35. The data for each of the three surveys shall be aggregated into four 'waves' which shall be defined by calendar year quarter (i.e., Jan-Mar, Apr-Jun, Jul-Sep, Oct-Dec).

4.3.2 Military recruiting sample: Collect data from approximately 1500 respondents age 16-24 per wave. The data shall be collected and weighted so that it can be generalizable to males and females in addition to (although not simultaneously with) White, Black, and Hispanic youth within this population. Currently, the sample for the Military recruiting target is randomly drawn from respondents to DoD Youth Polls which is available from the JAMRS.

4.3.3 Adult influencer sample: Collect data from approximately 925 influencers of youth age 12-21 per wave. Respondents should primarily consist of mothers and fathers, such that mother and father splits can be reliably reported on each wave as well as parents of daughters and parents of sons splits. In addition, an

- adequate number of grandparents as well as other influencers including relatives, teachers, and guidance counselors, shall be adequately represented in the sample each quarter to be able to report reliable estimates for these groups each quarter. The data shall be collected and weighted so that it can be generalizable to males and females within this population.
- 4.3.4 Reserve Component sample: Collect data from approximately 750 persons aged 17 to 35 per wave. The data shall be collected and weighted so that it can be generalizable to males and females within this population. In addition, the data shall be weighted to include one percent of respondents currently serving and three percent of respondents who previously served in the Military.
- 4.4 Modify and format the previous questionnaires as appropriate for conducting the survey and submit the formatted questionnaires to JAMRS for review approximately five working days prior to the beginning of each calendar year quarter.
- 4.5 Deliver via email or other mutually agreeable electronic means (e.g., CD-ROM) to JAMRS complete datasets for each of the three surveys, including appropriate weights from each sample of interest, quarterly in SPSS and STATA format. The datasets shall be made in a manner that is consistent with all previous waves of administration. This includes variable names, variable labels, values, and value labels that are consistent across quarters and with the questionnaire.
- 4.6 Deliver via email or other mutually agreeable electronic means (e.g., CD-ROM) aggregated datasets for each survey that contain the weighted data collected from the current calendar year quarter as well as data collected from previous quarters of the study.
- 4.7 Create and deliver via email or other electronic means (e.g., CD-ROM) quarterly annotated questionnaires that link questionnaire items with variables and values in the SPSS survey database and shall include and document any administrative items included in the database (such as wave number, date of survey, etc.).
- 4.8 Create and deliver via email or other electronic means (e.g., CD-ROM) quarterly briefing decks of the data and analysis generated throughout the Period of Performance (PoP). One briefing deck per calendar year quarter shall be developed for JAMRS, one briefing deck shall be developed summarizing findings on Influencers. Five decks shall be developed, one for each of the five active duty Services, based primarily on the Military Recruiting target sample. Five decks shall be developed, one for each of the Reserve and Guard Components, based primarily on the Reserve Component target sample. The briefing decks shall start with data collected from the last quarter of the incumbent contract and continue through the next to last quarter collected under this contract.
- 4.9 Provide JAMRS with ad hoc analyses and consultation of data and layout of results as well as methodological and other questions regarding the study.
- 4.10 Document the sampling, data collection, weighting and analytic procedures for each wave in a Technical Report to be delivered quarterly.
- 4.11 Provide the Government with a Monthly Status report, which includes the status of relevant issues associated with each tasking and a description of the remaining work to be done on the task.

5.0 DELIVERABLES

Deliverable	Ref.	Delivery Date (on or about)
Kick-off meeting	Para 4.1	Within 5 business days of award date
Written summary of Kick-off meeting	Para 4.1	Two weeks after kick-off meeting
Formatted Questionnaires	Para 4.4	Five working days prior to the beginning of each calendar year quarter (i.e., Jan-Mar, Apr-Jun, Jul-Sep, Oct-Dec).
Weighted Dataset	Para 4.5	Ten working days after the end of each calendar year quarter
Aggregated Dataset	Para 4.6	Fifteen working days after the end of each calendar year quarter.

Deliverable	Ref.	Delivery Date (on or about)
Annotated Questionnaire	Para 4.7	Fifteen working days after the end of each calendar year quarter
Quarterly Briefing Decks	Para 4.8	Two months after the quarterly fielding period
Technical Report	Para 4.10	Three months after the quarterly fielding period
Ad Hoc Analyses	Para 4.9	As required throughout PoP
Monthly Status Report	Para 4.11	Monthly during PoP

6.0 CONTRACTOR TRAVEL

The Contractor shall be required to travel to various CONUS locations during the performance of this task order to present results of the study to each of the Services and Components on a quarterly basis (for four calendar year quarters). All travel requires Government prior approval.

Estimated travel for data collected between April 2016 through March 2017 is as follows:

- One (1) one-day round-trip of one (1) contractor personnel from Arlington, VA to Atlanta, GA.
- Four (4) two-day round-trip of one (1) contractor personnel from Arlington, VA to Memphis, TN.
- Four (4) two-day round-trip of one (1) contractor personnel from Arlington, VA to San Antonio, TX.

CLAUSES INCORPORATED BY FULL TEXT

252.232-7006 WIDE AREA WORKFLOW PAYMENT INSTRUCTIONS (MAY 2013)

(a) Definitions. As used in this clause--

Department of Defense Activity Address Code (DoDAAC) is a six position code that uniquely identifies a unit, activity, or organization.

Document type means the type of payment request or receiving report available for creation in Wide Area WorkFlow (WAWF).

Local processing office (LPO) is the office responsible for payment certification when payment certification is done external to the entitlement system.

(b) Electronic invoicing. The WAWF system is the method to electronically process vendor payment requests and receiving reports, as authorized by DFARS 252.232-7003, Electronic Submission of Payment Requests and Receiving Reports.

(c) WAWF access. To access WAWF, the Contractor shall--

- (1) Have a designated electronic business point of contact in the System for Award Management at <https://www.acquisition.gov>; and
- (2) Be registered to use WAWF at <https://wawf.eb.mil/> following the step-by-step procedures for self-registration available at this Web site.
- (d) WAWF training. The Contractor should follow the training instructions of the WAWF Web-Based Training Course and use the Practice Training Site before submitting payment requests through WAWF. Both can be accessed by selecting the "Web Based Training" link on the WAWF home page at <https://wawf.eb.mil/>.
- (e) WAWF methods of document submission. Document submissions may be via Web entry, Electronic Data Interchange, or File Transfer Protocol.
- (f) WAWF payment instructions. The Contractor must use the following information when submitting payment requests and receiving reports in WAWF for this contract/order:
- (1) Document type. The Contractor shall use the following document type(s).

Invoice and Receiving Report (Combo)

- (2) Inspection/acceptance location. The Contractor shall select the following inspection/acceptance location(s) in WAWF, as specified by the contracting officer.

Inspection location: Destination

Acceptance location: Destination

- (3) Document routing. The Contractor shall use the information in the Routing Data Table below only to fill in applicable fields in WAWF when creating payment requests and receiving reports in the system.

Routing Data Table*

Field Name in WAWF	Data to be entered in WAWF
Pay Official DoDAAC	HQ0131
Issue By DoDAAC	H98210
Admin DoDAAC	H98210
Inspect By DoDAAC	H98201
Ship To Code	_____
Ship From Code	_____
Mark For Code	_____
Service Approver (DoDAAC)	H98201
Service Acceptor (DoDAAC)	H98201
Accept at Other DoDAAC	_____
LPO DoDAAC	_____
DCAA Auditor DoDAAC	_____
Other DoDAAC(s)	_____

- (4) Payment request and supporting documentation. The Contractor shall ensure a payment request includes appropriate contract line item and subline item descriptions of the work performed or supplies delivered, unit

price/cost per unit, fee (if applicable), and all relevant back-up documentation, as defined in DFARS Appendix F, (e.g. timesheets) in support of each payment request.

(5) WAWF email notifications. The Contractor shall enter the email address identified below in the "Send Additional Email Notifications" field of WAWF once a document is submitted in the system.

Contract Specialist (b)(6)
COR (b)(6)

(g) WAWF point of contact. (1) The Contractor may obtain clarification regarding invoicing in WAWF from the following contracting activity's WAWF point of contact.

WAWF POC (b)(6)

(2) For technical WAWF help, contact the WAWF helpdesk at 866-618-5988.

(End of clause)

AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT				1. CONTRACT ID CODE	PAGE OF PAGES		
				J	1	4	
2. AMENDMENT/MODIFICATION NO. 01	3. EFFECTIVE DATE 21-Oct-2016	4. REQUISITION/PURCHASE REQ. NO. H9820160570002000		5. PROJECT NO.(If applicable)			
6. ISSUED BY DEFENSE HUMAN RESOURCES ACTIVITY 4800 MARK CENTER DRIVE, (b)(6) ALEXANDRIA VA 22350-4000		CODE H98210	7. ADMINISTERED BY (If other than item 6)		CODE		
			See Item 6				
8. NAME AND ADDRESS OF CONTRACTOR (No., Street, County, State and Zip Code) FORS MARSH GROUP LLC (b)(6) 1010 N. GLEBE RD, STE 510 ARLINGTON VA 22201-5761				9A. AMENDMENT OF SOLICITATION NO.			
				9B. DATED (SEE ITEM 11)			
				X	10A. MOD. OF CONTRACT/ORDER NO. H98210-15-D-0001-0014		
				X	10B. DATED (SEE ITEM 13) 01-Apr-2016		
CODE 360C2		FACILITY CODE					
11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS							
<input type="checkbox"/> The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of offer <input type="checkbox"/> is extended, <input type="checkbox"/> is not extended.							
<p>Offer must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or as amended by one of the following methods:</p> <p>(a) By completing Items 8 and 15, and returning _____ copies of the amendment; (b) By acknowledging receipt of this amendment on each copy of the offer submitted; or (c) By separate letter or telegram which includes a reference to the solicitation and amendment numbers. FAILURE OF YOUR ACKNOWLEDGMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER. If by virtue of this amendment you desire to change an offer already submitted, such change may be made by telegram or letter, provided each telegram or letter makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.</p>							
12. ACCOUNTING AND APPROPRIATION DATA (If required)							
13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACT ORDERS. IT MODIFIES THE CONTRACT/ORDER NO. AS DESCRIBED IN ITEM 14.							
A. THIS CHANGE ORDER IS ISSUED PURSUANT TO: (Specify authority) THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDER NO. IN ITEM 10A.							
X	B. THE ABOVE NUMBERED CONTRACT/ORDER IS MODIFIED TO REFLECT THE ADMINISTRATIVE CHANGES (such as changes in paying office, appropriation date, etc.) SET FORTH IN ITEM 14, PURSUANT TO THE AUTHORITY OF FAR 43.103(B).						
C. THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO PURSUANT TO AUTHORITY OF:							
D. OTHER (Specify type of modification and authority)							
E. IMPORTANT: Contractor <input checked="" type="checkbox"/> is not, <input type="checkbox"/> is required to sign this document and return _____ copies to the issuing office.							
14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by UCF section headings, including solicitation/contract subject matter where feasible.) Modification Control Number: (b)(4):(b)(3):10 The purpose of this modification is to change the payment office from DFAS to DAI. As a result: 1. The DoDAAC in block 18a of the SF 1449 is changed from HQ0131 to HQ0790. The paying office address is changed to: DA/DHRA-ACCOUNTS PAYABLE DIRECTORATE P.O. BOX 183140 COLUMBUS OH, 43218-3140 2. The fiscal Station Code in the lines of accounting is changed from 033181 to 012147. 3. DFARS Clause 252.232-7006, Wide Area Workflow Payment instructions is changed to HQ0790 as the paying office. See summary of changes.							
Except as provided herein, all terms and conditions of the document referenced in Item 9A or 10A, as heretofore changed, remains unchanged and in full force and effect.							
15A. NAME AND TITLE OF SIGNER (Type or print)				16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print)			
				(b)(6) CONTRACT SPECIALIST			
				TEL: (b)(6)		EMAIL: (b)(6)	
15B. CONTRACTOR/OFFEROR		15C. DATE SIGNED		16B. UNITED STATES OF AMERICA		16C. DATE SIGNED	
(Signature of person authorized to sign)				(b)(6)		20-Oct-2016	
				BY (Signature of Contracting Officer)			

SECTION SF 30 BLOCK 14 CONTINUATION PAGE

SUMMARY OF CHANGES

SECTION SF 1449 - CONTINUATION SHEET

SOLICITATION/CONTRACT FORM

The 'mail invoices to the address shown in block' field has changed from 1 to 0.

The 'Payment will be made by' organization has changed from

DFAS COLUMBUS CENTER

DFAS-CO/JAQ

ATTN : CAPSW/OR P2

PO BOX 369016

COLUMBUS OH 43236-9016

to

DFAS COLUMBUS CENTER

DAI/DHRA - ACCOUNTS PAYABLE DIRECTORATE

PO BOX 183140

COLUMBUS OH 43218-3140

The following have been modified:

252.232-7006 WIDE AREA WORKFLOW PAYMENT INSTRUCTIONS (MAY 2013)

(a) Definitions. As used in this clause--

Department of Defense Activity Address Code (DoDAAC) is a six position code that uniquely identifies a unit, activity, or organization.

Document type means the type of payment request or receiving report available for creation in Wide Area WorkFlow (WAWF).

Local processing office (LPO) is the office responsible for payment certification when payment certification is done external to the entitlement system.

(b) Electronic invoicing. The WAWF system is the method to electronically process vendor payment requests and receiving reports, as authorized by DFARS 252.232-7003, Electronic Submission of Payment Requests and Receiving Reports.

(c) WAWF access. To access WAWF, the Contractor shall--

(1) Have a designated electronic business point of contact in the System for Award Management at <https://www.acquisition.gov>; and

(2) Be registered to use WAWF at <https://wawf.eb.mil/> following the step-by-step procedures for self-registration available at this Web site.

(d) WAWF training. The Contractor should follow the training instructions of the WAWF Web-Based Training Course and use the Practice Training Site before submitting payment requests through WAWF. Both can be accessed by selecting the "Web Based Training" link on the WAWF home page at <https://wawf.eb.mil/>.

(e) WAWF methods of document submission. Document submissions may be via Web entry, Electronic Data Interchange, or File Transfer Protocol.

(f) WAWF payment instructions. The Contractor must use the following information when submitting payment requests and receiving reports in WAWF for this contract/order:

(1) Document type. The Contractor shall use the following document type(s).

Invoice and Receiving Report (Combo)

(2) Inspection/acceptance location. The Contractor shall select the following inspection/acceptance location(s) in WAWF, as specified by the contracting officer.

Inspection location: Destination

Acceptance location: Destination

(3) Document routing. The Contractor shall use the information in the Routing Data Table below only to fill in applicable fields in WAWF when creating payment requests and receiving reports in the system.

Routing Data Table*

Field Name in WAWF	Data to be entered in WAWF
Pay Official DoDAAC	HQ0790
Issue By DoDAAC	H98210
Admin DoDAAC	H98210
Inspect By DoDAAC	H98201
Ship To Code	_____
Ship From Code	_____
Mark For Code	_____
Service Approver (DoDAAC)	H98201
Service Acceptor (DoDAAC)	H98201
Accept at Other DoDAAC	_____
LPO DoDAAC	_____
DCAA Auditor DoDAAC	_____
Other DoDAAC(s)	_____

(4) Payment request and supporting documentation. The Contractor shall ensure a payment request includes appropriate contract line item and subline item descriptions of the work performed or supplies delivered, unit price/cost per unit, fee (if applicable), and all relevant back-up documentation, as defined in DFARS Appendix F, (e.g. timesheets) in support of each payment request.

(5) WAWF email notifications. The Contractor shall enter the email address identified below in the "Send Additional Email Notifications" field of WAWF once a document is submitted in the system.

Contract Specialist (b)(6)

COR: (b)(6)

(g) WAWF point of contact. (1) The Contractor may obtain clarification regarding invoicing in WAWF from the following contracting activity's WAWF point of contact.

WAWF POC: (b)(6)

(2) For technical WAWF help, contact the WAWF helpdesk at 866-618-5988.

(End of clause)

(End of Summary of Changes)

2. CONTRACT NO. H98210-15-D-0001 3. AWARD/EFFECTIVE DATE 29-Apr-2016 4. ORDER NUMBER 0015 5. SOLICITATION NUMBER 6. SOLICITATION ISSUE DATE

7. FOR SOLICITATION INFORMATION CALL: a. NAME b. TELEPHONE NUMBER (No Collect Calls) 8. OFFER DUE DATE/LOCAL TIME

9. ISSUED BY CODE H98210
 DEFENSE HUMAN RESOURCES ACTIVITY
 4800 MARK CENTER DRIVE,
 (b)(6)
 ALEXANDRIA VA 22350-4000
 TEL:
 FAX:

10. THIS ACQUISITION IS UNRESTRICTED OR SET ASIDE: 100% FOR:
 SMALL BUSINESS WOMEN-OWNED SMALL BUSINESS (WOSB) ELIGIBLE UNDER THE WOMEN-OWNED SMALL BUSINESS PROGRAM
 HUBZONE SMALL BUSINESS EDWOSB NAICS: 541910
 SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS 8(A) SIZE STANDARD: \$14,000,000

11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED SEE SCHEDULE
 12. DISCOUNT TERMS Net 30
 13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700)
 13b. RATING
 14. METHOD OF SOLICITATION RFQ IFB RFP

15. DELIVER TO CODE HQ0584
 JOINT ADVERT. MKT. RES. STUDIES (JAMRS)
 (b)(6)
 4800 MARK CENTER DRIVE, STE 06J25
 ALEXANDRIA VA

16. ADMINISTERED BY CODE H98210
 DEFENSE HUMAN RESOURCES ACTIVITY
 4800 MARK CENTER DRIVE,
 SUITE 07G12
 ALEXANDRIA VA 22350-1300

17a. CONTRACTOR/OFFEROR CODE 360C2 FACILITY CODE
 FORS MARSH GROUP LLC
 (b)(6)
 1010 N. GLEBE RD, STE 510
 ARLINGTON VA 22201-5761
 TELEPHONE NO (b)(6)

18a. PAYMENT WILL BE MADE BY CODE HQ0131
 DFAS COLUMBUS CENTER
 DFAS-CO/JAQ
 ATTN: CAPSW/OR P2
 PO BOX 369016
 COLUMBUS OH 43236-9016

17b. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER
 18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a. UNLESS BLOCK BELOW IS CHECKED SEE ADDENDUM

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
SEE SCHEDULE					

25. ACCOUNTING AND APPROPRIATION DATA See Schedule
 26. TOTAL AWARD AMOUNT (For Govt. Use Only) \$1,499,774.04

27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1. 52.212-4. FAR 52.212-3. 52.212-5 ARE ATTACHED. ADDENDA ARE ARE NOT ATTACHED
 27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4. FAR 52.212-5 IS ATTACHED. ADDENDA ARE ARE NOT ATTACHED

28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN 0 COPIES TO ISSUING OFFICE. CONTRACTOR AGREES TO FURNISH AND DELIVER ALL ITEMS SET FORTH OR OTHERWISE IDENTIFIED ABOVE AND ON ANY ADDITIONAL SHEETS SUBJECT TO THE TERMS AND CONDITIONS SPECIFIED.
 29. AWARD OF CONTRACT: REF. Technical and Price Proposal OFFER DATED 24-Apr-2016. YOUR OFFER ON SOLICITATION (BLOCK 5), INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN, IS ACCEPTED AS TO ITEMS: SEE SCHEDULE

30a. SIGNATURE OF OFFEROR/CONTRACTOR 31a. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER)
 (b)(6)

30b. NAME AND TITLE OF SIGNER (TYPE OR PRINT) 30c. DATE SIGNED 31b. NAME OF CONTRACTING OFFICER (TYPE OR PRINT) 31c. DATE SIGNED
 (b)(6)
 Contract Specialist
 TEL: (b)(6)
 EMAIL: (b)(6)
 28-Apr-2016

**SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS
(CONTINUED)**

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
SEE SCHEDULE					

32a. QUANTITY IN COLUMN 21 HAS BEEN
 RECEIVED INSPECTED ACCEPTED, AND CONFORMS TO THE CONTRACT, EXCEPT AS NOTED: _____

32b. SIGNATURE OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32c. DATE	32d. PRINTED NAME AND TITLE OF AUTHORIZED GOVERNMENT REPRESENTATIVE
--	-----------	---

32e. MAILING ADDRESS OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32f. TELEPHONE NUMBER OF AUTHORIZED GOVERNMENT REPRESENTATIVE
32g. E-MAIL OF AUTHORIZED GOVERNMENT REPRESENTATIVE	

33. SHIP NUMBER <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	34. VOUCHER NUMBER	35. AMOUNT VERIFIED CORRECT FOR	36. PAYMENT <input type="checkbox"/> COMPLETE <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	37. CHECK NUMBER
--	--------------------	---------------------------------	--	------------------

38. S/R ACCOUNT NUMBER	39. S/R VOUCHER NUMBER	40. PAID BY
------------------------	------------------------	-------------

41a. I CERTIFY THIS ACCOUNT IS CORRECT AND PROPER FOR PAYMENT	42a. RECEIVED BY <i>(Print)</i>		
41b. SIGNATURE AND TITLE OF CERTIFYING OFFICER	41c. DATE	42b. RECEIVED AT <i>(Location)</i>	
		42c. DATE REC'D <i>(YY/MM/DD)</i>	42d. TOTAL CONTAINERS

Section SF 1449 - CONTINUATION SHEET

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
1001	Survey Services and Market Research	1,491,174.44	Each	\$1.00	\$1,491,174.44
EXERCISED OPTION	FFP FOB: Destination PURCHASE REQUEST NUMBER: H9820160780002000				

NET AMT	\$1,491,174.44
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ACRN AA CIN: H98201607800020001001	\$1,491,174.44
---------------------------------------	----------------

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
1002	Travel	9	Unitless		\$8,599.60
EXERCISED OPTION	COST Not to Exceed \$8,599.60 FOB: Destination PURCHASE REQUEST NUMBER: H9820160780002000				

ESTIMATED COST	\$8,599.60
----------------	------------

ACRN AA CIN: H98201607800020001002	\$8,599.60
---------------------------------------	------------

DELIVERY INFORMATION

CLIN	DELIVERY DATE	QUANTITY	SHIP TO ADDRESS	DODAAC
1001	POP 29-APR-2016 TO 28-APR-2017	N/A	JOINT ADVERT, MKT RES, STUDIES (JAMRS) (b)(6) 4800 MARK CENTER DRIVE, STE 06J25 ALEXANDRIA VA (b)(6) FOB: Destination	HQ0584
1002	POP 29-APR-2016 TO 28-APR-2017	N/A	(SAME AS PREVIOUS LOCATION) FOB: Destination	HQ0584

INSPECTION AND ACCEPTANCE TERMS

Supplies/services will be inspected/accepted at:

CLIN	INSPECT AT	INSPECT BY	ACCEPT AT	ACCEPT BY
1001	Destination	Government	Destination	Government
1002	Destination	Government	Destination	Government

ACCOUNTING AND APPROPRIATION DATA

AA: 9760100 7301 001 86001 2516 XQ H5A6 H9820160780002 033181

AMOUNT: \$1,499,774.04

CIN H98201607800020001001: \$1,491,174.44

CIN H98201607800020001002: \$8,599.60

Administrative - Points of Contact:

Contract Specialist:

(b)(6)

(b)(6)

Performance Work Statement 2016 JAMRS Market Research Onsite Services

1.0 INTRODUCTION

The Joint Advertising, Market Research and Studies (JAMRS) program requires contractor services to perform knowledge based Survey Services as well as Market Research and Analysis. Specifically, the 2016 JAMRS Market Research Onsite Services delivery order shall obtain the services of a contractor for performing analyses, developing and presenting briefings and writing summaries of findings from JAMRS market research efforts pertaining to ad hoc questions of interest to JAMRS, OSD P&R, and the Services,

providing experience-based recommendations and research direction as requested on studies being conducted by, or on the behalf of, the JAMRS program, providing periodic assessments of the State of the Recruit Market, assessing customer/stakeholder satisfaction with JAMRS' market research, writing executive notes on topics of interest to military recruiting communities, and assisting with the online dissemination of JAMRS' research.

2.0 BACKGROUND

JAMRS is an official DoD program for joint marketing communications and market research and studies. Its mission is to measure and help broaden people's understanding of military service as a career option, and its programs help bolster the effectiveness of all the Services' recruiting and retention efforts. One of JAMRS' core functions is to serve as a source of expertise on market research and the recruiting market for recruiting professionals across all branches of the Military and agencies of the Department of Defense. In order to accomplish this function, JAMRS has maintained an expert onsite staff that the Department relies on as an internal consulting resource.

Onsite contractor staff at JAMRS are responsible for execution of a broad spectrum of marketing and recruiting research. Accordingly, onsite contractor staff must be able to perform complex analyses on data, provide recommendations on communication strategies, write reports, discuss the advantages and disadvantages of sampling and weighting methodologies, and deliver all of this information to its constituents via reports and in-person presentations.

3.0 SCOPE

The Contractor shall provide all personnel, equipment, materials and other items necessary to perform market research and survey services with regards to Market Research Onsite Services as defined in this Performance Work Statement.

4.0 REQUIREMENTS *The Contractor shall:*

- 4.1 Meet with JAMRS representatives at their home office in Arlington, Va. The purpose of the kickoff meeting is to clarify JAMRS' objectives and to discuss how the Contractor will address those objectives. The Contractor shall provide JAMRS a written summary of the kick-off meeting discussion.
- 4.2 Conduct trend analysis of quantitative private sector, government, and other quantitative data to obtain comparable estimates across demographic and other categories based on ad hoc requests from the Government.
 - 4.2.1 Provide economic forecast information at multiple levels of geography to assist environmental assessments and operational recruiting efforts.
- 4.3 Provide recommendations to assist the JAMRS program's advertising agency in the development, modification and implementation of the Department's communication plan.
 - 4.3.1 Provide recommendations regarding modifications to the Department's marketing plan and materials in response to relevant changes in the environment.
- 4.4 Provide guidance and research direction as requested on other studies being conducted by, or on the behalf of, the JAMRS program.
 - 4.4.1 Assess the usefulness of previous market research results and external research efforts, and make recommendations for improvement.
 - 4.4.2 Retain information on research conducted by and for JAMRS and ensure parallel question format across research instruments.
 - 4.4.3 Provide recommendations on the Department's efforts to improve understanding of recruiting and other military manpower issues.
 - 4.4.4 Participate in Department, staff, academic and professional organization briefings and other meetings as requested.
 - 4.4.5 Provide technical reviews and editing of reports, presentations, and other documents as requested by the Government.
 - 4.4.6 Provide continuing assessment of the validity and appropriateness of current methodology for all market research functions.
 - 4.4.7 Develop research hypotheses, statistical models, and reporting standards.
- 4.5 Create and deliver briefings, as directed, of JAMRS research tailored to specific audiences including the JAMRS advertising agency, Department of Defense or other Government researchers, academic and/or professional organizations. Past examples include presentations prepared for the annual Joint Marketing

- conferences, Joint Service Market Research Working Groups, Army Research Consortiums, Joint Best Practices meetings, and other briefings as requested by DoD senior officials and organizations. Briefing materials shall be provided to JAMRS as Microsoft PowerPoint slides or some other mutually agreeable format prior to giving each presentation.
- 4.6 Conduct trend analysis using JAMRS data, other government data, quantitative private sector, and other quantitative data to provide an assessment of the State of the Recruit Market. The Contractor shall create and deliver a State of the Recruit Market brief twice a year.
- 4.6.1 Provide ad hoc data analyses regarding the State of the Recruit Market as requested by the Government.
- 4.7 Provide the following assistance with performing updates to the dmren.org site:
- 4.7.1 Maintain the dmren.org website by providing additional content for periodic updates and additions to the site:
- 4.7.2. Write technically accurate copy appropriate for a largely non-technical audience for periodic market research updates created for the dmren.org website.
- 4.7.3. Write technically accurate copy appropriate for a largely non-technical audience describing new market research products posted to the site.
- 4.8 Produce and deliver approximately four Executive Notes (i.e., short white papers) during the period of performance. The Executive Notes shall provide relevant, salient, and readable information as well as attractive graphics and be written for key Government constituents. Executive Notes shall describe important trends or findings that benefit DoD personnel involved in recruiting. The contractor is responsible for creating a planned list of Executive Notes for the calendar year to be approved by the Government.
- 4.9 Conduct an assessment of the JAMRS program and deliverables with input from points of contact at each of the Military Service Recruiting Commands and DoD. The evaluation will determine if the program is meeting their needs as well as identify areas for improvement. The evaluation should include tracking metrics as well as address any issues of interest to the program. Findings from the Evaluation shall be documented in a briefing deck and presented to the JAMRS staff.
- 4.10 Provide the COR with a monthly report of actions completed during the previous month and actions pending for the next month. The Contractor shall also identify any unresolved issues and actions taken to resolve these issues to the Government.

5.0 DELIVERABLES

Deliverable	Ref.	Delivery Date (on or about)
Kick-off meeting	Para 4.1	Within 1 week of award
Written summary of Kick-off meeting	Para 4.1	2 weeks following kick-off mtg
Onsite Ad Hoc Analyses	Para 4.2	Throughout the Period of Performance
Economic Forecast Data	Para 4.2.1	30 September 2016
Marketing Outreach Consultation	Para 4.3	Throughout the Period of Performance
Research Effort Consultation	Para 4.4	Throughout the Period of Performance
Briefing Creation	Para 4.5	Throughout the Period of Performance
State of the Recruit Market Assessment	Para 4.6	Conducted twice a year during the Period of Performance
DMREN Support	Para 4.7	Throughout the Period of Performance
Executive Notes	Para 4.8	Every other month throughout the Period of Performance
Annual Evaluation of JAMRS Market Research Program	Para 4.9	15 August 2016

Deliverable	Ref.	Delivery Date (on or about)
Monthly Status Report	Para 4.10	Monthly during Period of Performance

6.0 GOVERNMENT FURNISHED PROPERTY, EQUIPMENT AND SERVICES

6.1 General. The Government will provide all Government site equipment associated with this delivery including, but not limited to, office space and furnishings, computers, phone lines, and office supplies.

6.2 Data. The Government will provide data to be analyzed in this task order for ad hoc requests.

7.0 TRAVEL

7.1 The Contractor shall be required to travel to various CONUS locations during the performance of this task order to attend meetings and conferences and present briefings based on ad hoc requests.

Estimated travel is as follows:

- Two (2) two-day round-trips of one (1) contractor personnel from Arlington, VA to Louisville, KY.
- Two (2) two -day round-trips of one (1) contractor personnel from Arlington, VA to Memphis, TN.
- Two (2) two -day round-trips of one (1) contractor personnel from Arlington, VA to San Antonio, TX.
- One (2) two -day round-trip of one (1) contractor personnel from Arlington, VA to Atlanta, GA.
- One (1) three-day round-trips of three (3) contractor personnel from Arlington, VA to Orlando, FL.

CLAUSES INCORPORATED BY FULL TEXT

252.232-7006 WIDE AREA WORKFLOW PAYMENT INSTRUCTIONS (MAY 2013)

(a) Definitions. As used in this clause--

Department of Defense Activity Address Code (DoDAAC) is a six position code that uniquely identifies a unit, activity, or organization.

Document type means the type of payment request or receiving report available for creation in Wide Area WorkFlow (WAWF).

Local processing office (LPO) is the office responsible for payment certification when payment certification is done external to the entitlement system.

(b) Electronic invoicing. The WAWF system is the method to electronically process vendor payment requests and receiving reports, as authorized by DFARS 252.232-7003, Electronic Submission of Payment Requests and Receiving Reports.

(c) WAWF access. To access WAWF, the Contractor shall--

(1) Have a designated electronic business point of contact in the System for Award Management at <https://www.acquisition.gov>; and

(2) Be registered to use WAWF at <https://wawf.eb.mil/> following the step-by-step procedures for self-registration available at this Web site.

(d) WAWF training. The Contractor should follow the training instructions of the WAWF Web-Based Training Course and use the Practice Training Site before submitting payment requests through WAWF. Both can be accessed by selecting the "Web Based Training" link on the WAWF home page at <https://wawf.eb.mil/>.

(e) WAWF methods of document submission. Document submissions may be via Web entry, Electronic Data Interchange, or File Transfer Protocol.

(f) WAWF payment instructions. The Contractor must use the following information when submitting payment requests and receiving reports in WAWF for this contract/order:

(1) Document type. The Contractor shall use the following document type(s).

Invoice and Receiving Report (Combo)

(2) Inspection/acceptance location. The Contractor shall select the following inspection/acceptance location(s) in WAWF, as specified by the contracting officer.

Inspection location: Destination

Acceptance location: Destination

(3) Document routing. The Contractor shall use the information in the Routing Data Table below only to fill in applicable fields in WAWF when creating payment requests and receiving reports in the system.

Routing Data Table*

Field Name in WAWF	Data to be entered in WAWF
Pay Official DoDAAC	HQ0131
Issue By DoDAAC	H98210
Admin DoDAAC	H98210
Inspect By DoDAAC	H98201
Ship To Code	_____
Ship From Code	_____
Mark For Code	_____
Service Approver (DoDAAC)	H98201
Service Acceptor (DoDAAC)	H98201
Accept at Other DoDAAC	_____
LPO DoDAAC	_____
DCAA Auditor DoDAAC	_____
Other DoDAAC(s)	_____

(4) Payment request and supporting documentation. The Contractor shall ensure a payment request includes appropriate contract line item and subline item descriptions of the work performed or supplies delivered, unit price/cost per unit, fee (if applicable), and all relevant back-up documentation, as defined in DFARS Appendix F, (e.g. timesheets) in support of each payment request.

(5) WAWF email notifications. The Contractor shall enter the email address identified below in the "Send Additional Email Notifications" field of WAWF once a document is submitted in the system.

Contract Specialist: (b)(6)
COR (b)(6)

(g) WAWF point of contact. (1) The Contractor may obtain clarification regarding invoicing in WAWF from the following contracting activity's WAWF point of contact.

WAWF POC: (b)(6)

(2) For technical WAWF help, contact the WAWF helpdesk at 866-618-5988.

(End of clause)

AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT				1. CONTRACT ID CODE	PAGE OF PAGES	
2. AMENDMENT/MODIFICATION NO. 01		3. EFFECTIVE DATE 21-Oct-2016	4. REQUISITION/PURCHASE REQ. NO. H9820160780002000	J	1 4	
6. ISSUED BY DEFENSE HUMAN RESOURCES ACTIVITY 4800 MARK CENTER DRIVE, (b)(6) ALEXANDRIA VA 22350-4000		CODE H98210	7. ADMINISTERED BY (If other than item 6) See Item 6			
8. NAME AND ADDRESS OF CONTRACTOR (No., Street, County, State and Zip Code) FORS MARSH GROUP LLC (b)(6) 1010 N. GLEBE RD, STE 510 ARLINGTON VA 22201-5761				9A. AMENDMENT OF SOLICITATION NO.		
				9B. DATED (SEE ITEM 11)		
				X	10A. MOD. OF CONTRACT/ORDER NO. H98210-15-D-0001-0015	
				X	10B. DATED (SEE ITEM 13) 29-Apr-2016	
CODE 360C2		FACILITY CODE				
11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS						
<input type="checkbox"/> The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of offer <input type="checkbox"/> is extended, <input type="checkbox"/> is not extended. <p>Offer must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or as amended by one of the following methods: (a) By completing Items 8 and 15, and returning _____ copies of the amendment; (b) By acknowledging receipt of this amendment on each copy of the offer submitted; or (c) By separate letter or telegram which includes a reference to the solicitation and amendment numbers. FAILURE OF YOUR ACKNOWLEDGMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER. If by virtue of this amendment you desire to change an offer already submitted, such change may be made by telegram or letter, provided each telegram or letter makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.</p>						
12. ACCOUNTING AND APPROPRIATION DATA (If required)						
13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACT ORDERS. IT MODIFIES THE CONTRACT/ORDER NO. AS DESCRIBED IN ITEM 14.						
A. THIS CHANGE ORDER IS ISSUED PURSUANT TO: (Specify authority) THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDER NO. IN ITEM 10A.						
X	B. THE ABOVE NUMBERED CONTRACT/ORDER IS MODIFIED TO REFLECT THE ADMINISTRATIVE CHANGES (such as changes in paying office, appropriation date, etc.) SET FORTH IN ITEM 14, PURSUANT TO THE AUTHORITY OF FAR 43.103(B).					
C. THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO PURSUANT TO AUTHORITY OF:						
D. OTHER (Specify type of modification and authority)						
E. IMPORTANT: Contractor <input checked="" type="checkbox"/> is not, <input type="checkbox"/> is required to sign this document and return _____ copies to the issuing office.						
14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by UCF section headings, including solicitation/contract subject matter where feasible.) Modification Control Number: (b)(4):(b)(3):10 The purpose of this modification is to change the payment office from DFAS to DAI. As a result: 1. The DoDAAC in block 18a of the SF 1449 is changed from HQ0131 to HQ0790. The paying office address is changed to: DA/DHRA-ACCOUNTS PAYABLE DIRECTORATE P.O. BOX 183140 COLUMBUS OH, 43218-3140 2. The fiscal Station Code in the lines of accounting is changed from 033181 to 012147. 3. DFARS Clause 252.232-7006, Wide Area Workflow Payment instructions is changed to HQ0790 as the paying office. See summary of changes.						
Except as provided herein, all terms and conditions of the document referenced in Item 9A or 10A, as heretofore changed, remains unchanged and in full force and effect.						
15A. NAME AND TITLE OF SIGNER (Type or print)			16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print)			
			(b)(6) CONTRACT SPECIALIST			
			TEL: (b)(6)		EMAIL: (b)(6)	
15B. CONTRACTOR/OFFEROR		15C. DATE SIGNED	16B. UNITED STATES OF AMERICA		16C. DATE SIGNED	
(Signature of person authorized to sign)			BY (b)(6)		20-Oct-2016	
			(Signature of Contracting Officer)			

SECTION SF 30 BLOCK 14 CONTINUATION PAGE

SUMMARY OF CHANGES

SECTION SF 1449 - CONTINUATION SHEET

SOLICITATION/CONTRACT FORM

The 'mail invoices to the address shown in block' field has changed from 1 to 0.

The 'administered by' organization has changed from
DEFENSE HUMAN RESOURCES ACTIVITY
4800 MARK CENTER DRIVE,

(b)(6)

ALEXANDRIA VA 22350-1300

to

DEFENSE HUMAN RESOURCES ACTIVITY
4800 MARK CENTER DRIVE,

(b)(6)

ALEXANDRIA VA 22350-4000

The 'Payment will be made by' organization has changed from

DFAS COLUMBUS CENTER

DFAS-CO/JAQ

ATTN : CAPSW/OR P2

PO BOX 369016

COLUMBUS OH 43236-9016

to

DFAS COLUMBUS CENTER

DAI/DHRA - ACCOUNTS PAYABLE DIRECTORATE

PO BOX 183140

COLUMBUS OH 43218-3140

The following have been modified:

252.232-7006 WIDE AREA WORKFLOW PAYMENT INSTRUCTIONS (MAY 2013)

(a) Definitions. As used in this clause--

Department of Defense Activity Address Code (DoDAAC) is a six position code that uniquely identifies a unit, activity, or organization.

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(c) WAWF access. To access WAWF, the Contractor shall--

- (1) Have a designated electronic business point of contact in the System for Award Management at <https://www.acquisition.gov>; and
- (2) Be registered to use WAWF at <https://wawf.eb.mil/> following the step-by-step procedures for self-registration available at this Web site.
- (d) WAWF training. The Contractor should follow the training instructions of the WAWF Web-Based Training Course and use the Practice Training Site before submitting payment requests through WAWF. Both can be accessed by selecting the "Web Based Training" link on the WAWF home page at <https://wawf.eb.mil/>.
- (e) WAWF methods of document submission. Document submissions may be via Web entry, Electronic Data Interchange, or File Transfer Protocol.
- (f) WAWF payment instructions. The Contractor must use the following information when submitting payment requests and receiving reports in WAWF for this contract/order:

- (1) Document type. The Contractor shall use the following document type(s).

Invoice and Receiving Report (Combo)

- (2) Inspection/acceptance location. The Contractor shall select the following inspection/acceptance location(s) in WAWF, as specified by the contracting officer.

Inspection location: Destination
Acceptance location: Destination

- (3) Document routing. The Contractor shall use the information in the Routing Data Table below only to fill in applicable fields in WAWF when creating payment requests and receiving reports in the system.

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Issue By DoDAAC	H98210
Admin DoDAAC	H98210
Inspect By DoDAAC	H98201
Ship To Code	_____
Ship From Code	_____
Mark For Code	_____
Service Approver (DoDAAC)	H98201
Service Acceptor (DoDAAC)	H98201
Accept at Other DoDAAC	_____
LPO DoDAAC	_____
DCAA Auditor DoDAAC	_____
Other DoDAAC(s)	_____

(4) Payment request and supporting documentation. The Contractor shall ensure a payment request includes appropriate contract line item and subline item descriptions of the work performed or supplies delivered, unit price/cost per unit, fee (if applicable), and all relevant back-up documentation, as defined in DFARS Appendix F, (e.g. timesheets) in support of each payment request.

(5) WAWF email notifications. The Contractor shall enter the email address identified below in the "Send Additional Email Notifications" field of WAWF once a document is submitted in the system.

Contract Specialist: (b)(6)
COR: (b)(6)

(g) WAWF point of contact. (1) The Contractor may obtain clarification regarding invoicing in WAWF from the following contracting activity's WAWF point of contact.

WAWF POC: (b)(6)

(2) For technical WAWF help, contact the WAWF helpdesk at 866-618-5988.

(End of clause)

(End of Summary of Changes)

2. CONTRACT NO. H98210-15-D-0001 3. AWARD/EFFECTIVE DATE 02-May-2016 4. ORDER NUMBER 0016 5. SOLICITATION NUMBER 6. SOLICITATION ISSUE DATE

7. FOR SOLICITATION INFORMATION CALL: a. NAME b. TELEPHONE NUMBER (No Collect Calls) 8. OFFER DUE DATE/LOCAL TIME

9. ISSUED BY CODE H98210
 DEFENSE HUMAN RESOURCES ACTIVITY
 4800 MARK CENTER DRIVE.
 (b)(6)
 ALEXANDRIA VA 22350-4000
 TEL:
 FAX:

10. THIS ACQUISITION IS UNRESTRICTED OR SET ASIDE: 100% FOR:
 SMALL BUSINESS WOMEN-OWNED SMALL BUSINESS (WOSB) ELIGIBLE UNDER THE WOMEN-OWNED SMALL BUSINESS PROGRAM
 HUBZONE SMALL BUSINESS EDWOSB NAICS: 541910
 SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS 8(A) SIZE STANDARD: \$14,000,000

11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED SEE SCHEDULE 12. DISCOUNT TERMS Net 30 13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700) 13b. RATING 14. METHOD OF SOLICITATION RFQ IFB RFP

15. DELIVER TO CODE H98201
 DEFENSE MANPOWER DATA CENTER (DMDC)
 (b)(6)
 4800 MARK CENTER DR, STE 04E25
 ALEXANDRIA VA 22350-1300

16. ADMINISTERED BY CODE
SEE ITEM 9

17a. CONTRACTOR/OFFEROR CODE 360C2 FACILITY CODE
 FORS MARSH GROUP LLC
 (b)(6)
 1010 N. GLEBE RD, STE 510
 ARLINGTON VA 22201-5761
 TELEPHONE NO (b)(6)

18a. PAYMENT WILL BE MADE BY CODE HQ0131
 DFAS COLUMBUS CENTER
 DFAS-CO/JAQ
 ATTN: CAPSW/OR P2
 PO BOX 369016
 COLUMBUS OH 43236-9016

17b. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER 18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a. UNLESS BLOCK BELOW IS CHECKED SEE ADDENDUM

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
SEE SCHEDULE					

25. ACCOUNTING AND APPROPRIATION DATA **See Schedule** 26. TOTAL AWARD AMOUNT (For Govt. Use Only) **\$399,250.89**

27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1. 52.212-4. FAR 52.212-3. 52.212-5 ARE ATTACHED. ADDENDA ARE ARE NOT ATTACHED
 27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4. FAR 52.212-5 IS ATTACHED. ADDENDA ARE ARE NOT ATTACHED

28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN 0 COPIES TO ISSUING OFFICE. CONTRACTOR AGREES TO FURNISH AND DELIVER ALL ITEMS SET FORTH OR OTHERWISE IDENTIFIED ABOVE AND ON ANY ADDITIONAL SHEETS SUBJECT TO THE TERMS AND CONDITIONS SPECIFIED. 29. AWARD OF CONTRACT: REF. Technical and Price Proposal OFFER DATED 26-Apr-2016. YOUR OFFER ON SOLICITATION (BLOCK 5), INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN, IS ACCEPTED AS TO ITEMS: SEE SCHEDULE

30a. SIGNATURE OF OFFEROR/CONTRACTOR 31a. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER)
 (b)(6)

30b. NAME AND TITLE OF SIGNER (TYPE OR PRINT) 30c. DATE SIGNED 31b. NAME OF CONTRACTING OFFICER (TYPE OR PRINT) 31c. DATE SIGNED
 (b)(6) Contracting Officer TEL: (b)(6) EMAIL: (b)(6) 29-Apr-2016

**SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS
(CONTINUED)**

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
SEE SCHEDULE					

32a. QUANTITY IN COLUMN 21 HAS BEEN
 RECEIVED INSPECTED ACCEPTED, AND CONFORMS TO THE CONTRACT, EXCEPT AS NOTED: _____

32b. SIGNATURE OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32c. DATE	32d. PRINTED NAME AND TITLE OF AUTHORIZED GOVERNMENT REPRESENTATIVE
--	-----------	---

32e. MAILING ADDRESS OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32f. TELEPHONE NUMBER OF AUTHORIZED GOVERNMENT REPRESENTATIVE
	32g. E-MAIL OF AUTHORIZED GOVERNMENT REPRESENTATIVE

33. SHIP NUMBER <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	34. VOUCHER NUMBER	35. AMOUNT VERIFIED CORRECT FOR	36. PAYMENT <input type="checkbox"/> COMPLETE <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	37. CHECK NUMBER
--	--------------------	---------------------------------	--	------------------

38. S/R ACCOUNT NUMBER	39. S/R VOUCHER NUMBER	40. PAID BY
------------------------	------------------------	-------------

41a. I CERTIFY THIS ACCOUNT IS CORRECT AND PROPER FOR PAYMENT	42a. RECEIVED BY <i>(Print)</i>		
41b. SIGNATURE AND TITLE OF CERTIFYING OFFICER	41c. DATE	42b. RECEIVED AT <i>(Location)</i>	
		42c. DATE REC'D <i>(YY/MM/DD)</i>	42d. TOTAL CONTAINERS

Section SF 1449 - CONTINUATION SHEET

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
1001	Survey Services and Market Research	397,141.56	Each	\$1.00	\$397,141.56
EXERCISED OPTION	FFP FOB: Destination PURCHASE REQUEST NUMBER: H9820160920002000				

NET AMT	\$397,141.56
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ACRN AA CIN: H98201609200020001001	\$397,141.56
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ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
1002	Travel	3	Unitless		\$2,109.33
EXERCISED OPTION	COST Not to Exceed \$2,109.33. FOB: Destination PURCHASE REQUEST NUMBER: H9820160920002000				

ESTIMATED COST	\$2,109.33
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ACRN AA CIN: H98201609200020001002	\$2,109.33
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DELIVERY INFORMATION

CLIN	DELIVERY DATE	QUANTITY	SHIP TO ADDRESS	DODAAC
1001	POP 02-MAY-2016 TO 01-MAY-2017	N/A	DEFENSE MANPOWER DATA CENTER (DMDC) (b)(6) 4800 MARK CENTER DR, STE 04E25 ALEXANDRIA VA 22350-1300 (b)(6) FOB: Destination	H98201
1002	POP 02-MAY-2016 TO 01-MAY-2017	N/A	(SAME AS PREVIOUS LOCATION) FOB: Destination	H98201

INSPECTION AND ACCEPTANCE TERMS

Supplies/services will be inspected/accepted at:

CLIN	INSPECT AT	INSPECT BY	ACCEPT AT	ACCEPT BY
1001	Destination	Government	Destination	Government
1002	Destination	Government	Destination	Government

ACCOUNTING AND APPROPRIATION DATA

AA: 9760100 7301 001 86001 2516 XQ H5A6 H9820160920002 033181
 AMOUNT: \$399,250.89
 CIN H98201609200020001001: \$397,141.56
 CIN H98201609200020001002: \$2,109.33

ADMINISTRATIVE

Contract Specialist :

(b)(6)

(b)(6)

PERFORMANCE WORK STATEMENT

College Market Survey 2016

1.0 INTRODUCTION

The Joint Advertising Market Research and Studies (JAMRS) program requires Contractor services to conduct a survey among college-bound, college-enrolled, and recent college graduate youth. Specifically, experiences surrounding the college and career decision-making process; knowledge, perceptions, and interest in military officer programs; and background information will be collected with the goal of informing and improving recruiting strategies for military officer training programs.

2.0 BACKGROUND

JAMRS is an official DoD program for joint marketing communications and market research and studies. Its mission is to measure and help broaden people's understanding of military service as a career option, and its programs help bolster the effectiveness of all the Services' recruiting and retention efforts. One of JAMRS' core functions is to perform market and recruiting studies in order to provide valuable resources to recruiting professionals across all branches of the Military and agencies of the Department of Defense (DoD).

3.0 SCOPE

The Contractor shall provide all personnel, equipment, materials and other items necessary to perform surveys of a representative sample of college-bound, college-enrolled, and recent college-graduate youth with regard to the College Market Survey.

4.0 **REQUIREMENTS** *The Contractor shall:*

- 4.1 Hold a kickoff meeting with JAMRS personnel either in person or via conference call. Within two weeks following the meeting, the Contractor shall provide the Government a written summary of the kick-off meeting discussion along with a plan for research.
- 4.2 Work with the Government to develop a survey methodology that will provide the highest yield of survey completes. In total, the sample shall include a minimum of 3000 college market youth in order to meet or exceed the 2014 sample size.
- 4.3 Develop and deliver a detailed survey administration timeline including all steps including sample identification, email invitations, reminders, survey processing, data cleaning, and data weighting.
- 4.4 Work with JAMRS personnel and military service POCs to develop a survey for college market youth to help inform military officer recruiting strategies. The Government will review a near final draft within 7 days and provide feedback. This near final draft shall include all feedback that has been collected from the Services. The final survey shall be delivered within 7 days of receiving the Government's feedback.
- 4.5 Ensure all survey instruments and study protocols are compliant with the Office of the Under Secretary of Defense for Personnel and Readiness (OUSD P&R) Research Regulatory Oversight Office (R2O2) and all personnel involved with the study are up to date on human subjects research and ethics training. Furthermore, provide JAMRS personnel with a complete study protocol package with all necessary information and documentation to be submitted to the Government's R2O2 office for review and determination.
- 4.6 Develop a beta version of the online survey fully programmed for Government and Service POC review.
- 4.7 Administer and monitor the survey throughout the fielding period providing the Government with weekly updates on survey completes.
- 4.8 Provide JAMRS with an outline of the proposed weighting scheme for review. Include a discussion of all possible dimensions data could be weighted to be representative on as well as recommendations on ideal weighting scheme. Include details of the weighting plan and procedures in the Technical Document described in para 4.15.
- 4.9 Deliver a final cleaned and weighted dataset to JAMRS. Include all appended variables of interest.
- 4.10 Deliver a topline document including weighted estimates and unweighted sample sizes for all survey items broken by each population of interest and by gender as well as total. Additionally, when sample size allows, provide topline frequencies for survey items by each population of interest and by race/ethnicity as well as by total.
- 4.11 Develop up to six custom built briefing decks. These briefs may act as service specific requests, subgroup specific (e.g., females, STEM majors), or specific market segment request.
- 4.12 Work with the government to produce executive notes on specific issues the Government feels would be timely or particularly informative to stakeholders.
- 4.13 Document the procedures for each aspect of the survey administration, data management, and data weighting in a Technical Report. The Government will review this document within 7 days and provide feedback. The final Technical Report shall be delivered within 7 days of receiving the Government's feedback.
- 4.14 Provide the COR with a Monthly Status report, which includes the status of relevant issues associated with each tasking and a description of the remaining work to be done on the task.
- 5.0 **DELIVERABLES**

Deliverable	Ref.	Delivery Date (on or about)
Kick-off meeting	Para 4.1	Within 5 days of award
Written summary of Kick-off meeting	Para 4.1	Within 2 weeks of meeting
Survey administration timeline	Para 4.3	Within 1 month of award
Online beta survey	Para 4.6	Within 2 months of award

Deliverable	Ref.	Delivery Date (on or about)
Weighting plan outline	Para 4.8	Within 3 months of award
Final weighted dataset	Para 4.9	Within 7 months of award
Topline document	Para 4.10	Within 8 months of award
Custom briefings	Para 4.11	Within 11 months of award
Executive Notes	Para 4.12	Prior to end of PoP
Technical report	Para 4.13	Prior to end of PoP
Monthly Status Meeting	Para 4.14	Monthly during PoP

6.0 GOVERNMENT FURNISHED INFORMATION

- 6.1 Service POC contact information. The Government will provide point of contact information of military service representatives who will review the beta online survey and answer questions as they come up.
- 6.2 Personnel. The Government will provide personnel to assist with administration decisions, briefing development, and execution of white papers.

7.0 TRAVEL

The Contractor shall be required to travel to various CONUS locations during the performance of this task order to attend Service briefings and meetings as requested. All travel requires Government prior approval/authorization by the COR.

Estimated travel between 1 November 2016 to 1 May 2017 may include:

- Three (3) two-day round-trip of one (1) contractor personnel to the various CONUS destinations.

CLAUSES INCORPORATED BY FULL TEXT

252.232-7006 WIDE AREA WORKFLOW PAYMENT INSTRUCTIONS (MAY 2013)

(a) Definitions. As used in this clause--

Department of Defense Activity Address Code (DoDAAC) is a six position code that uniquely identifies a unit, activity, or organization.

Document type means the type of payment request or receiving report available for creation in Wide Area WorkFlow (WAWF).

Local processing office (LPO) is the office responsible for payment certification when payment certification is done external to the entitlement system.

(b) Electronic invoicing. The WAWF system is the method to electronically process vendor payment requests and receiving reports, as authorized by DFARS 252.232-7003, Electronic Submission of Payment Requests and Receiving Reports.

(c) WAWF access. To access WAWF, the Contractor shall--

- (1) Have a designated electronic business point of contact in the System for Award Management at <https://www.acquisition.gov>; and
- (2) Be registered to use WAWF at <https://wawf.eb.mil/> following the step-by-step procedures for self-registration available at this Web site.
- (d) WAWF training. The Contractor should follow the training instructions of the WAWF Web-Based Training Course and use the Practice Training Site before submitting payment requests through WAWF. Both can be accessed by selecting the "Web Based Training" link on the WAWF home page at <https://wawf.eb.mil/>.
- (e) WAWF methods of document submission. Document submissions may be via Web entry, Electronic Data Interchange, or File Transfer Protocol.
- (f) WAWF payment instructions. The Contractor must use the following information when submitting payment requests and receiving reports in WAWF for this contract/order:
- (1) Document type. The Contractor shall use the following document type(s).

Invoice and Receiving Report (Combo)

- (2) Inspection/acceptance location. The Contractor shall select the following inspection/acceptance location(s) in WAWF, as specified by the contracting officer.

Inspection location: Destination

Acceptance location: Destination

- (3) Document routing. The Contractor shall use the information in the Routing Data Table below only to fill in applicable fields in WAWF when creating payment requests and receiving reports in the system.

Routing Data Table*

Field Name in WAWF	Data to be entered in WAWF
Pay Official DoDAAC	HQ0131
Issue By DoDAAC	H98210
Admin DoDAAC	H98210
Inspect By DoDAAC	H98201
Ship To Code	_____
Ship From Code	_____
Mark For Code	_____
Service Approver (DoDAAC)	H98201
Service Acceptor (DoDAAC)	H98201
Accept at Other DoDAAC	_____
LPO DoDAAC	_____
DCAA Auditor DoDAAC	_____
Other DoDAAC(s)	_____

- (4) Payment request and supporting documentation. The Contractor shall ensure a payment request includes appropriate contract line item and subline item descriptions of the work performed or supplies delivered, unit

price/cost per unit, fee (if applicable), and all relevant back-up documentation, as defined in DFARS Appendix F, (e.g. timesheets) in support of each payment request.

(5) WAWF email notifications. The Contractor shall enter the email address identified below in the "Send Additional Email Notifications" field of WAWF once a document is submitted in the system.

Contract Specialist: (b)(6)

COR: (b)(6)

(g) WAWF point of contact. (1) The Contractor may obtain clarification regarding invoicing in WAWF from the following contracting activity's WAWF point of contact.

WAWF POC: (b)(6)

(2) For technical WAWF help, contact the WAWF helpdesk at 866-618-5988.

(End of clause)

AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT			1. CONTRACT ID CODE	PAGE OF PAGES	
			J	1	4
2. AMENDMENT/MODIFICATION NO. 01	3. EFFECTIVE DATE 21-Oct-2016	4. REQUISITION/PURCHASE REQ. NO. H9820160920002000		5. PROJECT NO.(If applicable)	
6. ISSUED BY DEFENSE HUMAN RESOURCES ACTIVITY 4800 MARK CENTER DRIVE, (b)(6) ALEXANDRIA VA 22350-4000		CODE H98210	7. ADMINISTERED BY (If other than item 6) See Item 6		
8. NAME AND ADDRESS OF CONTRACTOR (No., Street, County, State and Zip Code) FORS MARSH GROUP LLC (b)(6) 1010 N. GLEBE RD, STE 610 ARLINGTON VA 22201-5761			9A. AMENDMENT OF SOLICITATION NO.		
			9B. DATED (SEE ITEM 11)		
			X	10A. MOD. OF CONTRACT/ORDER NO. H98210-15-D-0001-0016	
			X	10B. DATED (SEE ITEM 13) 02-May-2016	
CODE 360C2	FACILITY CODE				
11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS					
<input type="checkbox"/> The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of offer <input type="checkbox"/> is extended, <input type="checkbox"/> is not extended. <p>Offer must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or as amended by one of the following methods: (a) By completing Items 8 and 15, and returning _____ copies of the amendment; (b) By acknowledging receipt of this amendment on each copy of the offer submitted; or (c) By separate letter or telegram which includes a reference to the solicitation and amendment numbers. FAILURE OF YOUR ACKNOWLEDGMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER. If by virtue of this amendment you desire to change an offer already submitted, such change may be made by telegram or letter, provided each telegram or letter makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.</p>					
12. ACCOUNTING AND APPROPRIATION DATA (If required)					
13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACT ORDERS. IT MODIFIES THE CONTRACT/ORDER NO. AS DESCRIBED IN ITEM 14.					
A. THIS CHANGE ORDER IS ISSUED PURSUANT TO: (Specify authority) THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDER NO. IN ITEM 10A.					
X B. THE ABOVE NUMBERED CONTRACT/ORDER IS MODIFIED TO REFLECT THE ADMINISTRATIVE CHANGES (such as changes in paying office, appropriation date, etc.) SET FORTH IN ITEM 14, PURSUANT TO THE AUTHORITY OF FAR 43.103(B).					
C. THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO PURSUANT TO AUTHORITY OF:					
D. OTHER (Specify type of modification and authority)					
E. IMPORTANT: Contractor <input type="checkbox"/> is not, <input type="checkbox"/> is required to sign this document and return _____ copies to the issuing office.					
14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by UCF section headings, including solicitation/contract subject matter where feasible.) Modification Control Number: (b)(4);(b)(6) The purpose of this modification is to change the payment office from DFAS to DA. As a result, 1. The DoDAAC in Block 18a of the SF 1449 is changed from HQ0131 to HQ0790. The paying office address is changed to: DFAS COLUMBUS CENTER DAVDHRA-ACCOUNTS PAYABLE DIRECTORATE P O BOX 183140 COLUMBUS OH, 43218-3140 2. The Fiscal Station Code in the lines of accounting is changed from 033181 to 012147. 3. DFARS Clause 252.232-7006, Wide Area Workflow Payment Instructions is changed to HQ0790 as the paying office. See summary of changes.					
Except as provided herein, all terms and conditions of the document referenced in Item 9A or 10A, as heretofore changed, remains unchanged and in full force and effect.					
15A. NAME AND TITLE OF SIGNER (Type or print)			16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print)		
			(b)(6) CONTRACT SPECIALIST		
			TEL (b)(6)		EMAIL (b)(6)
15B. CONTRACTOR/OFFEROR		15C. DATE SIGNED	16B. UNITED STATES OF AMERICA		16C. DATE SIGNED
(Signature of person authorized to sign)			BY (b)(6)		19-Oct-2016
			(Signature of Contracting Officer)		

SECTION SF 30 BLOCK 14 CONTINUATION PAGE

SUMMARY OF CHANGES

SECTION SF 1449 - CONTINUATION SHEET

SOLICITATION/CONTRACT FORM

The 'Payment will be made by' organization has changed from

DFAS COLUMBUS CENTER

DFAS-CO/JAQ

ATTN : CAPSW/OR P2

PO BOX 369016

COLUMBUS OH 43236-9016

to

DFAS COLUMBUS CENTER

DAI/DHRA - ACCOUNTS PAYABLE DIRECTORATE

PO BOX 183140

COLUMBUS OH 43218-3140

The following have been modified:

252.232-7006 WIDE AREA WORKFLOW PAYMENT INSTRUCTIONS (MAY 2013)

(a) Definitions. As used in this clause--

Department of Defense Activity Address Code (DoDAAC) is a six position code that uniquely identifies a unit, activity, or organization.

Document type means the type of payment request or receiving report available for creation in Wide Area WorkFlow (WAWF).

Local processing office (LPO) is the office responsible for payment certification when payment certification is done external to the entitlement system.

(b) Electronic invoicing. The WAWF system is the method to electronically process vendor payment requests and receiving reports, as authorized by DFARS 252.232-7003, Electronic Submission of Payment Requests and Receiving Reports.

(c) WAWF access. To access WAWF, the Contractor shall--

(1) Have a designated electronic business point of contact in the System for Award Management at <https://www.acquisition.gov>; and

(2) Be registered to use WAWF at <https://wawf.eb.mil/> following the step-by-step procedures for self-registration available at this Web site.

(d) WAWF training. The Contractor should follow the training instructions of the WAWF Web-Based Training Course and use the Practice Training Site before submitting payment requests through WAWF. Both can be accessed by selecting the "Web Based Training" link on the WAWF home page at <https://wawf.eb.mil/>.

(e) WAWF methods of document submission. Document submissions may be via Web entry, Electronic Data Interchange, or File Transfer Protocol.

(f) WAWF payment instructions. The Contractor must use the following information when submitting payment requests and receiving reports in WAWF for this contract/order:

(1) Document type. The Contractor shall use the following document type(s).

Invoice and Receiving Report (Combo)

(2) Inspection/acceptance location. The Contractor shall select the following inspection/acceptance location(s) in WAWF, as specified by the contracting officer.

Inspection location: Destination

Acceptance location: Destination

(3) Document routing. The Contractor shall use the information in the Routing Data Table below only to fill in applicable fields in WAWF when creating payment requests and receiving reports in the system.

Routing Data Table*

Field Name in WAWF	Data to be entered in WAWF
Pay Official DoDAAC	HQ0790
Issue By DoDAAC	H98210
Admin DoDAAC	H98210
Inspect By DoDAAC	H98201
Ship To Code	_____
Ship From Code	_____
Mark For Code	_____
Service Approver (DoDAAC)	H98201
Service Acceptor (DoDAAC)	H98201
Accept at Other DoDAAC	_____
LPO DoDAAC	_____
DCAA Auditor DoDAAC	_____
Other DoDAAC(s)	_____

(4) Payment request and supporting documentation. The Contractor shall ensure a payment request includes appropriate contract line item and subline item descriptions of the work performed or supplies delivered, unit price/cost per unit, fee (if applicable), and all relevant back-up documentation, as defined in DFARS Appendix F, (e.g. timesheets) in support of each payment request.

(5) WAWF email notifications. The Contractor shall enter the email address identified below in the "Send Additional Email Notifications" field of WAWF once a document is submitted in the system.

Contract Specialist (b)(6)

COR: (b)(6)

(g) WAWF point of contact. (1) The Contractor may obtain clarification regarding invoicing in WAWF from the following contracting activity's WAWF point of contact.

WAWF POC (b)(6)

(2) For technical WAWF help, contact the WAWF helpdesk at 866-618-5988.

(End of clause)

(End of Summary of Changes)

2. CONTRACT NO. H98210-15-D-0001

3. AWARD/EFFECTIVE DATE 11-Jul-2016

4. ORDER NUMBER 0017

5. SOLICITATION NUMBER

6. SOLICITATION ISSUE DATE

7. FOR SOLICITATION INFORMATION CALL:

a. NAME

b. TELEPHONE NUMBER (No Collect Calls)

8. OFFER DUE DATE/LOCAL TIME

9. ISSUED BY CODE H98210

DEFENSE HUMAN RESOURCES ACTIVITY
 4800 MARK CENTER DRIVE.
 (b)(6)
 ALEXANDRIA VA 22350-4000

TEL:

FAX:

10. THIS ACQUISITION IS UNRESTRICTED OR SET ASIDE: _____ % FOR:

SMALL BUSINESS WOMEN-OWNED SMALL BUSINESS (WOSB) ELIGIBLE UNDER THE WOMEN-OWNED SMALL BUSINESS PROGRAM

HUBZONE SMALL BUSINESS EDWOSB NAICS: 541910

SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS 8(A) SIZE STANDARD: \$14,000,000

11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED SEE SCHEDULE

12. DISCOUNT TERMS Net 30

13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700)

13b. RATING

14. METHOD OF SOLICITATION RFQ IFB RFP

15. DELIVER TO CODE H98201

DEFENSE MANPOWER DATA CENTER (DMDC)
 (b)(6)
 4800 MARK CENTER DR, STE 04E25
 ALEXANDRIA VA 22350-1300

16. ADMINISTERED BY CODE H98210

DEFENSE HUMAN RESOURCES ACTIVITY
 4800 MARK CENTER DRIVE,
 SUITE 07G12
 ALEXANDRIA VA 22350-1300

17a. CONTRACTOR/OFFEROR CODE 360C2 FACILITY CODE

FORS MARSH GROUP LLC
 (b)(6)
 1010 N. GLEBE RD, STE 510
 ARLINGTON VA 22201-5761
 TELEPHONE NO (b)(6)

18a. PAYMENT WILL BE MADE BY CODE HQ0131

DFAS COLUMBUS CENTER
 DFAS-CO/JAQ
 ATTN: CAPSW/OR P2
 PO BOX 369016
 COLUMBUS OH 43236-9016

17b. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER

18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a. UNLESS BLOCK BELOW IS CHECKED SEE ADDENDUM

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
SEE SCHEDULE					

25. ACCOUNTING AND APPROPRIATION DATA

See Schedule

26. TOTAL AWARD AMOUNT (For Govt. Use Only)

\$839,812.39

27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1. 52.212-4. FAR 52.212-3. 52.212-5 ARE ATTACHED. ADDENDA ARE ARE NOT ATTACHED

27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4. FAR 52.212-5 IS ATTACHED. ADDENDA ARE ARE NOT ATTACHED

28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN 0 COPIES TO ISSUING OFFICE. CONTRACTOR AGREES TO FURNISH AND DELIVER ALL ITEMS SET FORTH OR OTHERWISE IDENTIFIED ABOVE AND ON ANY ADDITIONAL SHEETS SUBJECT TO THE TERMS AND CONDITIONS SPECIFIED.

29. AWARD OF CONTRACT: REF. OFFER DATED . YOUR OFFER ON SOLICITATION (BLOCK 5), INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN, IS ACCEPTED AS TO ITEMS: SEE SCHEDULE

30a. SIGNATURE OF OFFEROR/CONTRACTOR

31a. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER)

(b)(6)

30b. NAME AND TITLE OF SIGNER (TYPE OR PRINT)

30c. DATE SIGNED

31b. NAME OF CONTRACTING OFFICER (TYPE OR PRINT)

(b)(6) Contract Specialist

TEL: (b)(6)

EMAIL: (b)(6)

31c. DATE SIGNED

07-Jul-2016

**SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS
(CONTINUED)**

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
SEE SCHEDULE					

32a. QUANTITY IN COLUMN 21 HAS BEEN
 RECEIVED INSPECTED ACCEPTED, AND CONFORMS TO THE CONTRACT, EXCEPT AS NOTED: _____

32b. SIGNATURE OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32c. DATE	32d. PRINTED NAME AND TITLE OF AUTHORIZED GOVERNMENT REPRESENTATIVE
--	-----------	---

32e. MAILING ADDRESS OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32f. TELEPHONE NUMBER OF AUTHORIZED GOVERNMENT REPRESENTATIVE
	32g. E-MAIL OF AUTHORIZED GOVERNMENT REPRESENTATIVE

33. SHIP NUMBER <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	34. VOUCHER NUMBER	35. AMOUNT VERIFIED CORRECT FOR	36. PAYMENT <input type="checkbox"/> COMPLETE <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	37. CHECK NUMBER
--	--------------------	---------------------------------	--	------------------

38. S/R ACCOUNT NUMBER	39. S/R VOUCHER NUMBER	40. PAID BY
------------------------	------------------------	-------------

41a. I CERTIFY THIS ACCOUNT IS CORRECT AND PROPER FOR PAYMENT	42a. RECEIVED BY <i>(Print)</i>		
41b. SIGNATURE AND TITLE OF CERTIFYING OFFICER	41c. DATE	42b. RECEIVED AT <i>(Location)</i>	
		42c. DATE REC'D <i>(YY/MM/DD)</i>	42d. TOTAL CONTAINERS

Section SF 1449 - CONTINUATION SHEET

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
1001		839,812.39	Each	\$1.00	\$839,812.39
EXERCISED OPTION	Survey Services and Market Research FFP FOB: Destination PURCHASE REQUEST NUMBER: H9820161160001000				
					NET AMT
					\$839,812.39
ACRN AA CIN: H98201611600010001001					\$839,812.39

INSPECTION AND ACCEPTANCE TERMS

Supplies/services will be inspected/accepted at:

CLIN	INSPECT AT	INSPECT BY	ACCEPT AT	ACCEPT BY
1001	Destination	Government	Destination	Government

ACCOUNTING AND APPROPRIATION DATA

AA: 9760100 7301 001 86001 2516 XQ H5A6 H9820161160001 033181
AMOUNT: \$839,812.39
CIN H98201611600010001001: \$839,812.39

DELIVERY INFORMATION

CLIN	DELIVERY DATE	QUANTITY	SHIP TO ADDRESS	DODAAC
------	---------------	----------	-----------------	--------

1001 POP 11-JUL-2016 TO N/A DEFENSE MANPOWER DATA CENTER H98201
 10-JUL-2017 (DMDC)
 (b)(6)
 4800 MARK CENTER DR, STE 04E25
 ALEXANDRIA VA 22350-1300
 (b)(6)
 FOB: Destination

ADMINISTRATIVE INFORMATION

Contract Specialist :

(b)(6)

(b)(6)

PERFORMANCE WORK STATEMENT

1.0 INTRODUCTION

The Joint Advertising, Market Research and Studies (JAMRS) program requires Contractor services to conduct analyses and report findings from the 2016 New Recruit Survey – Recruiting Process Module. The work involves survey planning, design and development, conducting and administering surveys, analysis of quantitative and qualitative survey data, production of reports regarding the results of the surveys, identifying target markets, as well as determining prospect market trends and conditions.

2.0 BACKGROUND

JAMRS is an official DoD program for joint marketing communications and market research and studies. Its mission is to measure and help broaden people's understanding of military service as a career option, and its programs help bolster the effectiveness of all the Services' recruiting and retention efforts. One of JAMRS' core functions is to perform market and recruiting studies in order to provide valuable resources to recruiting professionals across all branches of the Military and agencies of the Department of Defense (DoD). The New Recruit Survey serves as DoD's official vehicle to assess the impact of recruiting incentives, recruiting programs and policies, compensation and benefits, recruiter interactions, MEPS processing, and outreach/advertising messages on actual enlistment decisions. The findings function as an ongoing and continuous assessment mechanism to gauge the effectiveness of programs and practices using immediate feedback from new recruits after taking their oath of service at the MEPS. This coordinated effort allows for comparisons across the Services and ensures timely information is available on which to base adjustments to recruiting initiatives and programs. This particular module of the New Recruit Survey focuses on the role influencers played in shaping new recruits' decisions along with the core set of questions designed to assess the impact of recruiting incentives, programs and policies.

3.0 SCOPE

The Contractor shall provide all personnel, equipment, materials and other items necessary to perform market research and survey services with regards to the New Recruit Survey Recruiting Process Module.

4.0 REQUIREMENTS *The Contractor shall:*

4.1 Attend a kickoff meeting in Arlington, Va. The purpose of the kickoff meeting is to clarify JAMRS' objectives and to discuss how the Contractor will address those objectives. The Contractor shall provide JAMRS a written summary of the kick-off meeting discussion along with a plan for research.

4.2 Ensure all survey instruments and study protocols are compliant with the Office of the Under Secretary of Defense for Personnel and Readiness (OUSD P&R) Research Regulatory Oversight Office (R2O2) and all personnel involved with the study are up to date on human subjects research and ethics training. Furthermore, provide JAMRS

personnel with a complete study protocol package will all necessary information and documentation to be submitted to the Government's R2O2 office for review and determination.

4.3 Assist JAMRS in informing relevant Service personnel and any relevant MEPS personnel of the New Recruit Survey.

4.4 Assist JAMRS personnel in instructing relevant Service personnel on how to replace current survey booklet with new booklet, how to distribute survey materials to new recruits and document the instructions in a short write-up to be delivered to relevant personnel.

4.5 Print finalized, formatted Service-specific survey booklets/invitations and deliver to all MEPS.

4.6 Maintain a survey control system, which will track the status of all sample members, mail outs, survey returns and survey inquiries.

4.7 Provide an email address and toll free number for respondents and Service liaisons and recruiters to ask questions about the survey, to report changes in status/address information, and to make survey requests.

4.8 Administer the survey on a continually fielding basis for 6 months such that the following specifications are met:

4.8.1 All active-duty new recruits entering the delayed entry program (or immediately shipping to boot camp) are invited to participate in the survey before taking their oath at MEPS through coordination with MEPS Service liaisons.

4.8.2 All Army National Guard and Army Reserve new recruits processing at the MEPS to ship to boot camp are invited to participate in the survey before taking their oath at MEPS through coordination with MEPS Service liaisons.

4.9 Deliver via email or other mutually agreeable electronic means (e.g., CD-ROM) a monthly dataset of all survey data collected on a monthly basis in SPSS format that includes variable names, variable labels, values, and value labels that are consistent with the questionnaire once data collection begins.

4.10 Deliver via email or other mutually agreeable electronic means (e.g., CD-ROM) a complete dataset of all survey data collected for the 6 month module in SPSS & Stata format that includes variable names, variable labels, values, and value labels that are consistent with the questionnaire once data collection begins.

4.11 Create and deliver via email or other electronic means (e.g., CD-ROM) annotated questionnaires that links questionnaire items with variables and values in the survey datasets and shall include and document any administrative items included in the datasets (such as wave number, date of survey, etc.).

4.12 Maintain the Active Duty New Recruit Survey online data portal to meet the requirements for user roles, user authentication and core reporting functionality as established under New Recruit Survey Phase 1 including updating data feeds and standard reports on a monthly basis.

4.13 Develop and format the next module of the Active Duty and Reserve/Guard Service-specific questionnaires in a paper/booklet format that includes instructions on how to complete the survey and service-specific letters inviting new recruits to participate in the survey to be delivered to respondents by the Government. The next module should focus on the media habits of new recruits especially as they relate to recruiting in addition to the core set of New Recruit Survey questions.

4.14 Deliver Active Duty and Reserve/Guard monthly reports that highlights key findings for each month during the fielding period.

4.15 Deliver an Active Duty and Reserve/Guard topline reports for data collected from new recruits that highlights the proportion of respondents that selected each response option per question after the six month fielding period.

4.16 Deliver via email an Active Duty briefing deck that highlights key findings from the New Recruit Survey - Influencer module after six months of data collection.

4.17 Deliver a briefing on the data collected from Reserve and Guard new recruits that highlights key findings and notable trends revealed in this data collection after the six month fielding period.

4.18 Document the sampling, data collection, weighting and analytic procedures for in a Technical Report after six months of data collection of the Recruiting Process Module.

4.19 Provide the COR with a Monthly Status report, which includes the status of relevant issues associated with each tasking and a description of the remaining work to be done on the task.

5.0 DELIVERABLES

Deliverable	Ref.	Delivery Date (on or about)
-------------	------	-----------------------------

Deliverable	Ref.	Delivery Date (on or about)
Kick-off meeting	Para 4.1	Within 7 days of award
IRB documents	Para 4.2	Within 6 weeks of award
Instructions on survey administration	Para 4.4	Within 4 weeks of award
Deliver printed survey to MEPS and Recruiting Stations	Para 4.5	Within 8 weeks of award date
Monthly Datasets	Para 4.9	Monthly during PoP once data collection begins
Module Datasets	Para 4.10	Within 30 days following end of data collection
Annotated Questionnaires	Para 4.11	One month after fielding is complete
Monthly standard reports	Para 4.14	Monthly during PoP once data collection begins
Formatted Surveys for next wave of data collection	Para 4.13	Prior to End of PoP
Monthly Reports	Para 4.14	Monthly during PoP once data collection begins
Topline Reports	Para 4.15	Prior to End of PoP
Active Duty Briefing Deck	Para 4.16	Prior to End of PoP
Reserve/Guard Briefing Deck	Para 4.17	Prior to End of PoP
Technical Report	Para 4.18	Prior to End of PoP
Monthly Status Report	Para 4.19	Monthly during PoP

6.0 GOVERNMENT FURNISHED INFORMATION

- 6.1 Service POC list. The Government shall provide a list of relevant Service personnel who will be involved with the New Recruit Survey to the Contractor.
- 6.2 New Recruit Frame. The Government shall provide a list of all New Recruits during the survey administration time frame to the Contractor.
- 6.3 New Recruit Survey. The Government shall provide the list of survey items to the Contractor for IRB review.
- 6.4 Survey Packet Delivery. The Government shall deliver the survey administration packets to the new recruits selected to participate in the survey.

CLAUSES INCORPORATED BY FULL TEXT

252.232-7006 WIDE AREA WORKFLOW PAYMENT INSTRUCTIONS (MAY 2013)

(a) Definitions. As used in this clause--

Department of Defense Activity Address Code (DoDAAC) is a six position code that uniquely identifies a unit, activity, or organization.

Document type means the type of payment request or receiving report available for creation in Wide Area WorkFlow (WAWF).

Local processing office (LPO) is the office responsible for payment certification when payment certification is done external to the entitlement system.

(b) Electronic invoicing. The WAWF system is the method to electronically process vendor payment requests and receiving reports, as authorized by DFARS 252.232-7003, Electronic Submission of Payment Requests and Receiving Reports.

(c) WAWF access. To access WAWF, the Contractor shall--

(1) Have a designated electronic business point of contact in the System for Award Management at <https://www.acquisition.gov>; and

(2) Be registered to use WAWF at <https://wawf.eb.mil/> following the step-by-step procedures for self-registration available at this Web site.

(d) WAWF training. The Contractor should follow the training instructions of the WAWF Web-Based Training Course and use the Practice Training Site before submitting payment requests through WAWF. Both can be accessed by selecting the "Web Based Training" link on the WAWF home page at <https://wawf.eb.mil/>.

(e) WAWF methods of document submission. Document submissions may be via Web entry, Electronic Data Interchange, or File Transfer Protocol.

(f) WAWF payment instructions. The Contractor must use the following information when submitting payment requests and receiving reports in WAWF for this contract/order:

(1) Document type. The Contractor shall use the following document type(s).

Invoice and Receiving Report (Combo)

(2) Inspection/acceptance location. The Contractor shall select the following inspection/acceptance location(s) in WAWF, as specified by the contracting officer.

Inspection location: Destination

Acceptance location: Destination

(3) Document routing. The Contractor shall use the information in the Routing Data Table below only to fill in applicable fields in WAWF when creating payment requests and receiving reports in the system.

Routing Data Table*

Field Name in WAWF	Data to be entered in WAWF
Pay Official DoDAAC	HQ0131
Issue By DoDAAC	H98210
Admin DoDAAC	H98210
Inspect By DoDAAC	H98201
Ship To Code	_____
Ship From Code	_____
Mark For Code	_____
Service Approver (DoDAAC)	H98201
Service Acceptor (DoDAAC)	H98201
Accept at Other DoDAAC	_____
LPO DoDAAC	_____
DCAA Auditor DoDAAC	_____
Other DoDAAC(s)	_____

(4) Payment request and supporting documentation. The Contractor shall ensure a payment request includes appropriate contract line item and subline item descriptions of the work performed or supplies delivered, unit price/cost per unit, fee (if applicable), and all relevant back-up documentation, as defined in DFARS Appendix F, (e.g. timesheets) in support of each payment request.

(5) WAWF email notifications. The Contractor shall enter the email address identified below in the "Send Additional Email Notifications" field of WAWF once a document is submitted in the system.

Contract Specialist: (b)(6)

COR: (b)(6)

(g) WAWF point of contact. (1) The Contractor may obtain clarification regarding invoicing in WAWF from the following contracting activity's WAWF point of contact.

WAWF POC: (b)(6)

(2) For technical WAWF help, contact the WAWF helpdesk at 866-618-5988.

(End of clause)

AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT				1. CONTRACT ID CODE	PAGE OF PAGES		
				J	1	4	
2. AMENDMENT/MODIFICATION NO. 01	3. EFFECTIVE DATE 21-Oct-2016	4. REQUISITION/PURCHASE REQ. NO. H9820161160001000		5. PROJECT NO.(If applicable)			
6. ISSUED BY DEFENSE HUMAN RESOURCES ACTIVITY 4800 MARK CENTER DRIVE, (b)(6) ALEXANDRIA VA 22350-4000		CODE H98210	7. ADMINISTERED BY (If other than item 6) DEFENSE HUMAN RESOURCES ACTIVITY 4800 MARK CENTER DRIVE, SUITE 07G12 ALEXANDRIA VA 22350-1300		CODE	H98210	
8. NAME AND ADDRESS OF CONTRACTOR (No., Street, County, State and Zip Code) FORS MARSH GROUP LLC (b)(6) 1010 N. GLEBE RD, STE 510 ARLINGTON VA 22201-5761				9A. AMENDMENT OF SOLICITATION NO.			
				9B. DATED (SEE ITEM 11)			
				X	10A. MOD. OF CONTRACT/ORDER NO. H98210-15-D-0001-0017		
				X	10B. DATED (SEE ITEM 13) 11-Jul-2016		
CODE 360C2		FACILITY CODE					
11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS							
<input type="checkbox"/> The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of offer <input type="checkbox"/> is extended, <input type="checkbox"/> is not extended. <p>Offer must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or as amended by one of the following methods: (a) By completing Items 8 and 15, and returning _____ copies of the amendment; (b) By acknowledging receipt of this amendment on each copy of the offer submitted; or (c) By separate letter or telegram which includes a reference to the solicitation and amendment numbers. FAILURE OF YOUR ACKNOWLEDGMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER. If by virtue of this amendment you desire to change an offer already submitted, such change may be made by telegram or letter, provided each telegram or letter makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.</p>							
12. ACCOUNTING AND APPROPRIATION DATA (If required)							
13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACT ORDERS. IT MODIFIES THE CONTRACT/ORDER NO. AS DESCRIBED IN ITEM 14.							
A. THIS CHANGE ORDER IS ISSUED PURSUANT TO: (Specify authority) THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDER NO. IN ITEM 10A.							
X	B. THE ABOVE NUMBERED CONTRACT/ORDER IS MODIFIED TO REFLECT THE ADMINISTRATIVE CHANGES (such as changes in paying office, appropriation date, etc.) SET FORTH IN ITEM 14, PURSUANT TO THE AUTHORITY OF FAR 43.103(B).						
C. THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO PURSUANT TO AUTHORITY OF:							
D. OTHER (Specify type of modification and authority)							
E. IMPORTANT: Contractor <input checked="" type="checkbox"/> is not, <input type="checkbox"/> is required to sign this document and return _____ copies to the issuing office.							
14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by UCF section headings, including solicitation/contract subject matter where feasible.) Modification Control Number: (b)(4);(b)(6) The purpose of this modification is to change the payment office from DFAS to DAJ. As a result, 1. The DoDAAC in Block 18a of the SF 1449 is changed from HQ0131 to HQ0790. The paying office address is changed to: DFAS COLUMBUS CENTER DAVDHRA-ACCOUNTS PAYABLE DIRECTORATE P O BOX 183140 COLUMBUS OH, 43218-3140 2. The Fiscal Station Code in the lines of accounting is changed from 033181 to 012147. 3. DFARS Clause 252.232-7006, Wide Area Workflow Payment Instructions is changed to HQ0790 as the paying office. See summary of changes.							
Except as provided herein, all terms and conditions of the document referenced in Item 9A or 10A, as heretofore changed, remains unchanged and in full force and effect.							
15A. NAME AND TITLE OF SIGNER (Type or print)				16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print)			
				(b)(6) CONTRACT SPECIALIST			
				TEL: (b)(6)		EMAIL: (b)(6)	
15B. CONTRACTOR/OFFEROR		15C. DATE SIGNED		16B. UNITED STATES OF AMERICA		16C. DATE SIGNED	
(Signature of person authorized to sign)				(b)(6)		20-Oct-2016	
				BY (Signature of Contracting Officer)			

SECTION SF 30 BLOCK 14 CONTINUATION PAGE

SUMMARY OF CHANGES

SECTION SF 1449 - CONTINUATION SHEET

SOLICITATION/CONTRACT FORM

The 'mail invoices to the address shown in block' field has changed from 1 to 0.

The 'Payment will be made by' organization has changed from

DFAS COLUMBUS CENTER

DFAS-CO/JAQ

ATTN : CAPSW/OR P2

PO BOX 369016

COLUMBUS OH 43236-9016

to

DFAS COLUMBUS CENTER

DAI/DHRA - ACCOUNTS PAYABLE DIRECTORATE

PO BOX 183140

COLUMBUS OH 43218-3140

The following have been modified:

252.232-7006 WIDE AREA WORKFLOW PAYMENT INSTRUCTIONS (MAY 2013)

(a) Definitions. As used in this clause--

Department of Defense Activity Address Code (DoDAAC) is a six position code that uniquely identifies a unit, activity, or organization.

Document type means the type of payment request or receiving report available for creation in Wide Area WorkFlow (WAWF).

Local processing office (LPO) is the office responsible for payment certification when payment certification is done external to the entitlement system.

(b) Electronic invoicing. The WAWF system is the method to electronically process vendor payment requests and receiving reports, as authorized by DFARS 252.232-7003, Electronic Submission of Payment Requests and Receiving Reports.

(c) WAWF access. To access WAWF, the Contractor shall--

(1) Have a designated electronic business point of contact in the System for Award Management at <https://www.acquisition.gov>; and

(2) Be registered to use WAWF at <https://wawf.eb.mil/> following the step-by-step procedures for self-registration available at this Web site.

(d) WAWF training. The Contractor should follow the training instructions of the WAWF Web-Based Training Course and use the Practice Training Site before submitting payment requests through WAWF. Both can be accessed by selecting the "Web Based Training" link on the WAWF home page at <https://wawf.eb.mil/>.

(e) WAWF methods of document submission. Document submissions may be via Web entry, Electronic Data Interchange, or File Transfer Protocol.

(f) WAWF payment instructions. The Contractor must use the following information when submitting payment requests and receiving reports in WAWF for this contract/order:

(1) Document type. The Contractor shall use the following document type(s).

Invoice and Receiving Report (Combo)

(2) Inspection/acceptance location. The Contractor shall select the following inspection/acceptance location(s) in WAWF, as specified by the contracting officer.

Inspection location: Destination

Acceptance location: Destination

(3) Document routing. The Contractor shall use the information in the Routing Data Table below only to fill in applicable fields in WAWF when creating payment requests and receiving reports in the system.

Routing Data Table*

Field Name in WAWF	Data to be entered in WAWF
Pay Official DoDAAC	HQ0790
Issue By DoDAAC	H98210
Admin DoDAAC	H98210
Inspect By DoDAAC	H98201
Ship To Code	_____
Ship From Code	_____
Mark For Code	_____
Service Approver (DoDAAC)	H98201
Service Acceptor (DoDAAC)	H98201
Accept at Other DoDAAC	_____
LPO DoDAAC	_____
DCAA Auditor DoDAAC	_____
Other DoDAAC(s)	_____

(4) Payment request and supporting documentation. The Contractor shall ensure a payment request includes appropriate contract line item and subline item descriptions of the work performed or supplies delivered, unit price/cost per unit, fee (if applicable), and all relevant back-up documentation, as defined in DFARS Appendix F, (e.g. timesheets) in support of each payment request.

(5) WAWF email notifications. The Contractor shall enter the email address identified below in the "Send Additional Email Notifications" field of WAWF once a document is submitted in the system.

Contract Specialist (b)(6)
CO (b)(6)

(g) WAWF point of contact. (1) The Contractor may obtain clarification regarding invoicing in WAWF from the following contracting activity's WAWF point of contact.

WAWF POC: (b)(6) 

(2) For technical WAWF help, contact the WAWF helpdesk at 866-618-5988.

(End of clause)

(End of Summary of Changes)

2. CONTRACT NO. H98210-15-D-0001

3. AWARD/EFFECTIVE DATE 01-Jul-2016

4. ORDER NUMBER 0018

5. SOLICITATION NUMBER

6. SOLICITATION ISSUE DATE

7. FOR SOLICITATION INFORMATION CALL:

a. NAME

b. TELEPHONE NUMBER (No Collect Calls)

8. OFFER DUE DATE/LOCAL TIME

9. ISSUED BY CODE H98210

DEFENSE HUMAN RESOURCES ACTIVITY
 4800 MARK CENTER DRIVE,
 (b)(6)
 ALEXANDRIA VA 22350-4000

TEL:

FAX:

10. THIS ACQUISITION IS UNRESTRICTED OR SET ASIDE: _____ % FOR:

SMALL BUSINESS WOMEN-OWNED SMALL BUSINESS (WOSB) ELIGIBLE UNDER THE WOMEN-OWNED SMALL BUSINESS PROGRAM

HUBZONE SMALL BUSINESS EDWOSB NAICS: 541910

SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS 8(A) SIZE STANDARD: \$14,000,000

11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED SEE SCHEDULE

12. DISCOUNT TERMS Net 30

13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700)

13b. RATING

14. METHOD OF SOLICITATION RFQ IFB RFP

15. DELIVER TO CODE HQ0584

JOINT ADVERT. MKT RES, STUDIES (JAMRS)
 (b)(6)
 4800 MARK CENTER DRIVE, STE 06J25
 ALEXANDRIA VA

16. ADMINISTERED BY CODE H98210

DEFENSE HUMAN RESOURCES ACTIVITY
 4800 MARK CENTER DRIVE,
 SUITE 07G12
 ALEXANDRIA VA 22350-1300

17a. CONTRACTOR/OFFEROR CODE 360C2 FACILITY CODE

FORS MARSH GROUP LLC
 (b)(6)
 1010 N. GLEBE RD., STE 510
 ARLINGTON VA 22201-5761

TELEPHONE NO. (b)(6)

18a. PAYMENT WILL BE MADE BY CODE HQ0131

DFAS COLUMBUS CENTER
 DFAS-CO/JAQ
 ATTN: CAPSW/OR P2
 PO BOX 369016
 COLUMBUS OH 43236-9016

17b. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER

18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a. UNLESS BLOCK BELOW IS CHECKED SEE ADDENDUM

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
SEE SCHEDULE					

25. ACCOUNTING AND APPROPRIATION DATA

See Schedule

26. TOTAL AWARD AMOUNT (For Govt. Use Only)

\$1,032,011.00

27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1. 52.212-4. FAR 52.212-3. 52.212-5 ARE ATTACHED. ADDENDA ARE ARE NOT ATTACHED

27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4. FAR 52.212-5 IS ATTACHED. ADDENDA ARE ARE NOT ATTACHED

28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN COPIES TO ISSUING OFFICE. CONTRACTOR AGREES TO FURNISH AND DELIVER ALL ITEMS SET FORTH OR OTHERWISE IDENTIFIED ABOVE AND ON ANY ADDITIONAL SHEETS SUBJECT TO THE TERMS AND CONDITIONS SPECIFIED.

29. AWARD OF CONTRACT: REF. OFFER DATED . YOUR OFFER ON SOLICITATION (BLOCK 5), INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN, IS ACCEPTED AS TO ITEMS:

30a. SIGNATURE OF OFFEROR/CONTRACTOR

31a. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER)

(b)(6)

30b. NAME AND TITLE OF SIGNER (TYPE OR PRINT)

30c. DATE SIGNED

31b. NAME OF CONTRACTING OFFICER (TYPE OR PRINT)

(b)(6) Contract Specialist

TEL: (b)(6)

EMAIL: (b)(6)

31c. DATE SIGNED

01-Jul-2016

**SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS
(CONTINUED)**

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
SEE SCHEDULE					

32a. QUANTITY IN COLUMN 21 HAS BEEN
 RECEIVED INSPECTED ACCEPTED, AND CONFORMS TO THE CONTRACT, EXCEPT AS NOTED: _____

32b. SIGNATURE OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32c. DATE	32d. PRINTED NAME AND TITLE OF AUTHORIZED GOVERNMENT REPRESENTATIVE
--	-----------	---

32e. MAILING ADDRESS OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32f. TELEPHONE NUMBER OF AUTHORIZED GOVERNMENT REPRESENTATIVE
32g. E-MAIL OF AUTHORIZED GOVERNMENT REPRESENTATIVE	

33. SHIP NUMBER <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	34. VOUCHER NUMBER	35. AMOUNT VERIFIED CORRECT FOR	36. PAYMENT <input type="checkbox"/> COMPLETE <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	37. CHECK NUMBER
--	--------------------	---------------------------------	--	------------------

38. S/R ACCOUNT NUMBER	39. S/R VOUCHER NUMBER	40. PAID BY
------------------------	------------------------	-------------

41a. I CERTIFY THIS ACCOUNT IS CORRECT AND PROPER FOR PAYMENT	42a. RECEIVED BY <i>(Print)</i>		
41b. SIGNATURE AND TITLE OF CERTIFYING OFFICER	41c. DATE	42b. RECEIVED AT <i>(Location)</i>	
		42c. DATE REC'D <i>(YY/MM/DD)</i>	42d. TOTAL CONTAINERS

Section SF 1449 - CONTINUATION SHEET

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
1001	Survey Services and Market Research	1,032,011	Each	\$1.00	\$1,032,011.00
EXERCISED OPTION	FFP FOB: Destination PURCHASE REQUEST NUMBER: H9820161120001000				
					NET AMT
					\$1,032,011.00
ACRN AA					\$1,032,011.00
CIN: H98201611200010000001					

DELIVERY INFORMATION

CLIN	DELIVERY DATE	QUANTITY	SHIP TO ADDRESS	DODAAC
1001	POP 01-JUL-2016 TO 30-JUN-2017	N/A	JOINT ADVERT, MKT RES, STUDIES (JAMRS) (b)(6) 4800 MARK CENTER DRIVE, STE 06J25 ALEXANDRIA VA (b)(6)	HQ0584
			FOB: Destination	

ACCOUNTING AND APPROPRIATION DATA

AA: 9760100 7301 001 86001 2516 XQ H5A6 H9820161120001 033181
 AMOUNT: \$1,032,011.00
 CIN H98201611200010000001: \$1,032,011.00

INSPECTION AND ACCEPTANCE TERMS

Supplies/services will be inspected/accepted at:

CLIN 1001 INSPECT AT Destination

INSPECT BY Government

ACCEPT AT Destination

ACCEPT BY Government

ADMINISTRATIVE INFORMATION

Contract Specialist :

(b)(6)

(b)(6)

PERFORMANCE WORK STATEMENT

JAMRS FY16 Fall Youth Poll & Opinion Polling

1.0 INTRODUCTION

The Joint Advertising, Market Research and Studies (JAMRS) program requires a Contractor to administer the currently continuously fielding, Youth Poll survey as well as conduct opinion polling on how current events affect American adults' likelihood to recommend military service to youth and their perceptions of the US Military. The work involves survey planning, design and development, conducting and administering surveys, analysis of quantitative and qualitative survey data, production of reports regarding the results of the surveys, and determining prospect market trends and conditions based on results.

2.0 BACKGROUND

The DoD Youth Poll is one of the Joint Advertising, Market Research and Studies (JAMRS) program's core projects. The Youth Poll is a tracking study that serves as DoD's official source of information on the prospect market (i.e., youth between the ages of 16 and 24 years old). The Youth Poll provides frequent monitoring of youth's propensity and other key metrics (e.g., motivators and barriers to service, knowledge of military careers) that are vital to the Department's ability to detect changes in the youth market and allocate recruiting resources in the most efficient and effective manner. Thus, ultimately, the end goal of the Youth Poll is to provide OUSD(P&R) and the Services information necessary to make strategic and tactical recruitment-related decisions.

For over 35 years, the Department has been measuring propensity as it is the single best predictor of actual enlistment behavior and therefore essential for forecasting future recruitment supply. JAMRS is responsible for tracking propensity via the Youth Poll so as to prevent duplicative efforts within the Department. Because each of the Services, agencies, and programs require this information, it is much more cost-effective for one central agency to perform and disseminate the research rather than having each conduct similar studies independently. In addition to propensity, the Youth Poll tracks:

- attitudes toward joining the Military;
- knowledge of Military career options;
- engagement in pre-enlistment behaviors;
- reasons youth state for and against joining the Military; and
- perceptions of current events and the economy.

Additionally, Since September 2002, DoD has been tracking the attitudes and opinions of American adults on their likelihood to recommend the military as they relate to current events such as combat operations and potential shifts

in military policy. The results are distributed to senior DoD officials/Service PoCs and provide a much-needed and immediate gauge of the possible effects of current events on DoD recruiting efforts.

3.0 SCOPE

The Contractor shall provide all personnel, equipment, materials and other items necessary to perform Youth Poll market research and survey services and adult opinion polling with respect to current events and the Military.

4.0 REQUIREMENTS

The Contractor shall:

4.1 Attend a kickoff meeting in Arlington, Va. The purpose of the kickoff meeting is to clarify JAMRS' objectives and to discuss how the Contractor will address those objectives. Prepare and present a Project Activity Plan outlining all key tasks associated with all deliverables and their associated timelines required for complete execution of the task order. The Contractor shall provide JAMRS a written summary of the kick-off meeting discussion along with a plan for research.

4.2 Assist JAMRS in developing a questionnaire for the Spring 2017 Youth Poll module. Develop a survey content plan such that every questionnaire shall contain the same base set of questions designed to track key metrics (propensity to join the Military, future plans, consideration for joining the Military, military related knowledge, military favorability, engagement in pre-enlistment behaviors and perceptions of the economy) but will also allow flexibility for new questions and diverse content areas that can be tracked year over year while keeping survey administration times to less than 25 minutes. The questionnaires shall incorporate topics and/or items from previous years' Youth Poll surveys, input from Service POCS, and important constructs identified by JAMRS or through relevant literature.

4.3 Develop all mailing materials associated with the Spring 2017 Youth Poll administration that are serialized for tracking purposes including: all notifications, cover letters, invitations letters, postcards, envelopes, questionnaires and return envelopes to be mailed to youth for the Youth Poll Spring 2017 administration.

4.4 Ensure all survey instruments and study protocols are compliant with the Office of the Under Secretary of Defense for Personnel and Readiness (OUSD P&R) Research Regulatory Oversight Office (R2O2) and all personnel involved with the study are up to date on human subjects research and ethics training. Furthermore, provide JAMRS personnel with a complete study protocol package will all necessary information and documentation to be submitted to the Government's R2O2 office for review and determination.

4.5 Conduct surveys on a continually fielding basis such that the following specifications are met:

4.5.1 One administration of the Youth Poll conducted with a sample of nationally representative respondents between the ages of 16 and 24. For the administration, the sample shall be large enough using probability sampling techniques so that the data may be weighted to the national population and provide meaningful subgroup estimates with reasonable standard error estimates. Specifically, the margin of error should be similar (or smaller) than the average margin of error from the previous two waves and the sample size shall be sufficiently large enough to provide meaningful estimates for race/ethnicity by gender splits per administration. Data weights shall be developed for monthly data sets and wave-level data sets.

4.5.2 Adhere to the following survey specifications:

4.5.2.1 Mail to at least 40,000 youth per module, ensuring sampling accounts for gender, age, and state. Each module should result in roughly 5500 eligible responders.

4.5.2.2 Administer the survey, which should include a pre-notification, a reminder/thank you postcard, and survey packages.

4.5.2.3 Perform quality control checks on survey mailings and data entry.

4.5.2.4 Provide procedures that allows for respondents to ask questions about the survey, to report changes in status/address information, and to make survey requests.

4.6.1 Deliver via email, or other mutually agreeable electronic means, four weighted monthly datasets for data collected during December through March of this period of performance, as well as two complete weighted module dataset covering Fall 2016 and Spring 2017. This data shall be delivered to JAMRS in SPSS and STATA formats. The datasets shall be made in a manner that is consistent with all previous waves of administration. This includes variable names, variable labels, values, and value labels that are consistent across administrations and with the questionnaire.

4.6.2 Deliver Annotated Questionnaires. The Contractor shall create and deliver via email or other electronic means annotated questionnaires, for Fall 2016 and Spring 2017, that link questionnaire items with variables and values in the survey database and shall include and document any administrative items included in the database

(such as wave number, date of survey, etc.). The annotated questionnaires shall be delivered within one month after the end of each administration.

4.7 Develop a propensity update briefing deck (i.e., YP Fall 2016) focusing on trends in youth propensity and four executive summaries/snapshots in the form of PowerPoint slides summarizing key trends in propensity and other tracking metrics from the base set of items measured in every Youth Poll questionnaire.

4.8 Develop two briefing deck that highlights key findings from unique aspects of the Summer 2016 and Fall 2016 Youth Poll modules.

4.9 Deliver a weighted dataset covering all CY2016 Youth Poll data to be used for state-level analysis.

4.10 Document the sampling; data collection; weighting; and analytic procedures for the Summer 2016 module and Fall 2016 module in two separate Technical Reports.

4.11 Develop an annual coverage report to evaluate how well the list frame captures the target youth population.

4.12 Produce and deliver two Executive Notes (i.e., short white papers) during the period of performance. The Executive Notes shall provide relevant, salient, and readable information as well as attractive graphics and be written for key Government constituents. Executive Notes shall include pertinent findings from the Youth Poll data that benefit DoD personnel involved in recruiting.

4.13 Provide the capability to field opinion poll questions at least once per month to a sample of 1,000 adults age 18 and up, allowing for approximately 100 questions throughout the year. The sample will consist of both landline telephone and cellular telephone numbers and be representative of the population of, at minimum, the contiguous United States. The survey questions will be developed with assistance from the Government.

4.14 Provide clean and weighted data in SPSS format for each of the opinion polling survey months during the period of performance. Each SPSS file will contain all opinion poll questions (closed and open ended) asked during the fielding period, standard demographic variables, and respondent weights.

4.15 Provide PowerPoint summaries of the adult opinion poll findings, as well as topline, cross-tabulations, trend-lines and/or other analysis as requested for the Government's proprietary questions after each fielding.

APPROXIMATE YOUTH POLL (YP) SURVEY & BRIEFING DECK SCHEDULE

Period of Performance 1 July 2016 through 31 June 2017

Study Wave	Data Collection (when new sample is released; allow 2 months after last date to end fielding window)	Module Weighted Data	Annotated Questionnaire	Propensity Briefing Deck	Module Briefing Deck
YP35 – Summer 2016	NA	NA	NA	NA	March 2017
YP36 - Fall 2016	Sept - December 2015	March 2016	NA	May 2017	June 2017
YP37 – Spring 2017	January - April 2017	June 2017	November 2016	NA	NA

4.16 Monthly Status report, which includes the status of relevant issues associated with each tasking and a description of the remaining work to be done on the task.

5.0 DELIVERABLES

Deliverable	Ref.	Delivery Date
Kick-off meeting	Para 4.1	Within 1 week of award date

Deliverable	Ref.	Delivery Date
Written summary of Kick-off meeting	Para 4.1	Within 1 week of kick-off mtg.
YP 2017 Spring Questionnaires	Para 4.2	1 November 2016
YP 2017 Spring Mailing Materials	Para 4.3	10 December 2016
Submit materials for Government R2O2 Review	Para 4.4	At least 2 weeks prior to printing
Weighted YP Fall 2016 Dataset	Para 4.6.1	21 March 2017
Weighted YP Spring 2017 Dataset	Para 4.6.1	Prior to end of PoP
8 Weighted YP Monthly Datasets	Para 4.6.1	December through March of PoP
Fall 2016 Annotated Questionnaire	Para 4.6.2	6 April 2017
Spring 2017 Annotated Questionnaire	Para 4.6.2	Prior to end of PoP
YP 2016 Fall Propensity Deck	Para 4.7	4 May 2017
Monthly YP Executive Summaries (December through March)	Para 4.7	December through March during PoP
YP 2016 Summer Module Brief	Para 4.8	7 March 2017
YP 2016 Fall Module Brief	Para 4.8	Prior to end of PoP
Calendar Year 2016 dataset	Para 4.9	Prior to end of PoP
YP 2016 Summer Tech Report	Para 4.10	7 March 2017
YP 2016 Fall Tech Report	Para 4.10	Prior to end of PoP
Annual Coverage Report	Para 4.11	Prior to end of PoP
Executive Notes	Para 4.12	Prior to end of PoP
Weighted datasets	Para 4.14	Monthly during PoP by last workday of the month
Monthly summary briefs	Para 4.15	Monthly during PoP by last workday of the month
Monthly Status Report	Para 4.16	Monthly during PoP by last workday of the month

6.0 GOVERNMENT FURNISHED INFORMATION

6.1 Sample Frame. JAMRS shall provide a sample frame that covers approximately 90% of the youth population (names and addresses for 16-24 year olds) for the Contractor to use to draw the samples for each administration of the Youth Poll.

6.2 Questionnaires. JAMRS shall provide previous Youth Poll questionnaires for the Contractor to use in the development of questionnaires.

CLAUSES INCORPORATED BY FULL TEXT

252.232-7006 WIDE AREA WORKFLOW PAYMENT INSTRUCTIONS (MAY 2013)

252.232-7006 WIDE AREA WORKFLOW PAYMENT INSTRUCTIONS (MAY 2013)

(a) Definitions. As used in this clause--

Department of Defense Activity Address Code (DoDAAC) is a six position code that uniquely identifies a unit, activity, or organization.

Document type means the type of payment request or receiving report available for creation in Wide Area WorkFlow (WAWF).

Local processing office (LPO) is the office responsible for payment certification when payment certification is done external to the entitlement system.

(b) Electronic invoicing. The WAWF system is the method to electronically process vendor payment requests and receiving reports, as authorized by DFARS 252.232-7003, Electronic Submission of Payment Requests and Receiving Reports.

(c) WAWF access. To access WAWF, the Contractor shall--

(1) Have a designated electronic business point of contact in the System for Award Management at <https://www.acquisition.gov>; and

(2) Be registered to use WAWF at <https://wawf.eb.mil/> following the step-by-step procedures for self-registration available at this Web site.

(d) WAWF training. The Contractor should follow the training instructions of the WAWF Web-Based Training Course and use the Practice Training Site before submitting payment requests through WAWF. Both can be accessed by selecting the "Web Based Training" link on the WAWF home page at <https://wawf.eb.mil/>.

(e) WAWF methods of document submission. Document submissions may be via Web entry, Electronic Data Interchange, or File Transfer Protocol.

(f) WAWF payment instructions. The Contractor must use the following information when submitting payment requests and receiving reports in WAWF for this contract/order:

(1) Document type. The Contractor shall use the following document type(s).

Invoice and Receiving Report (Combo)

(2) Inspection/acceptance location. The Contractor shall select the following inspection/acceptance location(s) in WAWF, as specified by the contracting officer.

Inspection location: Destination
Acceptance location: Destination

(3) Document routing. The Contractor shall use the information in the Routing Data Table below only to fill in applicable fields in WAWF when creating payment requests and receiving reports in the system.

Routing Data Table*

Field Name in WAWF	Data to be entered in WAWF
Pay Official DoDAAC	HQ0131
Issue By DoDAAC	H98210
Admin DoDAAC	H98210
Inspect By DoDAAC	H98201
Ship To Code	---
Ship From Code	---
Mark For Code	---
Service Approver (DoDAAC)	H98201
Service Acceptor (DoDAAC)	H98201
Accept at Other DoDAAC	---
LPO DoDAAC	---
DCAA Auditor DoDAAC	---
Other DoDAAC(s)	---

(4) Payment request and supporting documentation. The Contractor shall ensure a payment request includes appropriate contract line item and subline item descriptions of the work performed or supplies delivered, unit price/cost per unit, fee (if applicable), and all relevant back-up documentation, as defined in DFARS Appendix F, (e.g. timesheets) in support of each payment request.

(5) WAWF email notifications. The Contractor shall enter the email address identified below in the "Send Additional Email Notifications" field of WAWF once a document is submitted in the system.

Contract Specialist: (b)(6)

COR: (b)(6)

(g) WAWF point of contact. (1) The Contractor may obtain clarification regarding invoicing in WAWF from the following contracting activity's WAWF point of contact.

WAWF POC (b)(6)

(2) For technical WAWF help, contact the WAWF helpdesk at 866-618-5988.

(End of clause)

AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT			1. CONTRACT ID CODE	PAGE OF PAGES	
			J	1	4
2. AMENDMENT/MODIFICATION NO. 01	3. EFFECTIVE DATE 21-Oct-2016	4. REQUISITION/PURCHASE REQ. NO. H9820161120001000		5. PROJECT NO.(If applicable)	
6. ISSUED BY DEFENSE HUMAN RESOURCES ACTIVITY 4800 MARK CENTER DRIVE, (b)(6) ALEXANDRIA VA 22360-4000		CODE H98210	7. ADMINISTERED BY (If other than item 6) See Item 6		
8. NAME AND ADDRESS OF CONTRACTOR (No., Street, County, State and Zip Code) EORS MARSH GROUP LLC (b)(6) 1010 N. GLEBE RD, STE 510 ARLINGTON VA 22201-5761			9A. AMENDMENT OF SOLICITATION NO.		
			9B. DATED (SEE ITEM 11)		
			X	10A. MOD. OF CONTRACT/ORDER NO. H98210-15-D-0001-0018	
			X	10B. DATED (SEE ITEM 13) 01-Jul-2016	
CODE 360C2	FACILITY CODE				
11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS					
<input type="checkbox"/> The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of offer <input type="checkbox"/> is extended, <input type="checkbox"/> is not extended. <p>Offer must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or as amended by one of the following methods: (a) By completing Items 8 and 15, and returning _____ copies of the amendment; (b) By acknowledging receipt of this amendment on each copy of the offer submitted; or (c) By separate letter or telegram which includes a reference to the solicitation and amendment numbers. FAILURE OF YOUR ACKNOWLEDGMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER. If by virtue of this amendment you desire to change an offer already submitted, such change may be made by telegram or letter, provided each telegram or letter makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.</p>					
12. ACCOUNTING AND APPROPRIATION DATA (If required)					
13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACT ORDERS. IT MODIFIES THE CONTRACT/ORDER NO. AS DESCRIBED IN ITEM 14.					
A. THIS CHANGE ORDER IS ISSUED PURSUANT TO: (Specify authority) THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDER NO. IN ITEM 10A.					
X	B. THE ABOVE NUMBERED CONTRACT/ORDER IS MODIFIED TO REFLECT THE ADMINISTRATIVE CHANGES (such as changes in paying office, appropriation date, etc.) SET FORTH IN ITEM 14, PURSUANT TO THE AUTHORITY OF FAR 43.103(B).				
C. THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO PURSUANT TO AUTHORITY OF:					
D. OTHER (Specify type of modification and authority)					
E. IMPORTANT: Contractor <input checked="" type="checkbox"/> is not, <input type="checkbox"/> is required to sign this document and return _____ copies to the issuing office.					
14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by UCF section headings, including solicitation/contract subject matter where feasible.) Modification Control Number: (b)(4);(b)(3);10 USC 5 2205(a) The purpose of this modification is to change the payment office from DFAS to DAI. As a result: 1. The DoDAAC in block 18a of the SF 1449 is changed from HQ0131 to HQ0790. The paying office address is changed to: DA/DHRA-ACCOUNTS PAYABLE DIRECTORATE P.O. BOX 183140 COLUMBUS OH, 43218-3140 2. The fiscal Station Code in the lines of accounting is changed from 033181 to 012147. 3. DFARS Clause 252.232-7006, Wide Area Workflow Payment instructions is changed to HQ0790 as the paying office. See summary of changes.					
Except as provided herein, all terms and conditions of the document referenced in Item 9A or 10A, as heretofore changed, remains unchanged and in full force and effect.					
15A. NAME AND TITLE OF SIGNER (Type or print)			16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print)		
			(b)(6) CONTRACT SPECIALIST		
			TEL: (b)(6)	EMAIL: (b)(6)	
15B. CONTRACTOR/OFFEROR	15C. DATE SIGNED	16B. UNITED STATES OF AMERICA		16C. DATE SIGNED	
(Signature of person authorized to sign)		BY (b)(6)		19-Oct-2016	
		(Signature of Contracting Officer)			

SECTION SF 30 BLOCK 14 CONTINUATION PAGE

SUMMARY OF CHANGES

SECTION SF 1449 - CONTINUATION SHEET

SOLICITATION/CONTRACT FORM

The 'administered by' organization has changed from
DEFENSE HUMAN RESOURCES ACTIVITY
4800 MARK CENTER DRIVE,
(b)(6)
ALEXANDRIA VA 22350-1300
to
DEFENSE HUMAN RESOURCES ACTIVITY
4800 MARK CENTER DRIVE,
(b)(6)
ALEXANDRIA VA 22350-4000

The 'Payment will be made by' organization has changed from
DFAS COLUMBUS CENTER
DFAS-CO/JAQ
ATTN : CAPSW/OR P2
PO BOX 369016
COLUMBUS OH 43236-9016
to
DFAS COLUMBUS CENTER
DAI/DHRA - ACCOUNTS PAYABLE DIRECTORATE
PO BOX 183140
COLUMBUS OH 43218-3140

The following have been modified:

252.232-7006 WIDE AREA WORKFLOW PAYMENT INSTRUCTIONS (MAY 2013)

252.232-7006 WIDE AREA WORKFLOW PAYMENT INSTRUCTIONS (MAY 2013)

(a) Definitions. As used in this clause--

Department of Defense Activity Address Code (DoDAAC) is a six position code that uniquely identifies a unit, activity, or organization.

Document type means the type of payment request or receiving report available for creation in Wide Area WorkFlow (WAWF).

Local processing office (LPO) is the office responsible for payment certification when payment certification is done external to the entitlement system.

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(c) WAWF access. To access WAWF, the Contractor shall--

(1) Have a designated electronic business point of contact in the System for Award Management at <https://www.acquisition.gov>; and

(2) Be registered to use WAWF at <https://wawf.eb.mil/> following the step-by-step procedures for self-registration available at this Web site.

(d) WAWF training. The Contractor should follow the training instructions of the WAWF Web-Based Training Course and use the Practice Training Site before submitting payment requests through WAWF. Both can be accessed by selecting the "Web Based Training" link on the WAWF home page at <https://wawf.eb.mil/>.

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Invoice and Receiving Report (Combo)

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Inspection location: Destination

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Admin DoDAAC	H98210
Inspect By DoDAAC	H98201
Ship To Code	_____
Ship From Code	_____
Mark For Code	_____
Service Approver (DoDAAC)	H98201
Service Acceptor (DoDAAC)	H98201
Accept at Other DoDAAC	_____
LPO DoDAAC	_____
DCAA Auditor DoDAAC	_____
Other DoDAAC(s)	_____

(4) Payment request and supporting documentation. The Contractor shall ensure a payment request includes appropriate contract line item and subline item descriptions of the work performed or supplies delivered, unit price/cost per unit, fee (if applicable), and all relevant back-up documentation, as defined in DFARS Appendix F, (e.g. timesheets) in support of each payment request.

(5) WAWF email notifications. The Contractor shall enter the email address identified below in the "Send Additional Email Notifications" field of WAWF once a document is submitted in the system.

Contract Specialist (b)(6)
COR (b)(6)

(g) WAWF point of contact. (1) The Contractor may obtain clarification regarding invoicing in WAWF from the following contracting activity's WAWF point of contact.

WAWF POC: (b)(6)

(2) For technical WAWF help, contact the WAWF helpdesk at 866-618-5988.

(End of clause)

(End of Summary of Changes)

2. CONTRACT NO.
H98210-15-D-0001

3. AWARD/EFFECTIVE DATE
14-Jul-2016

4. ORDER NUMBER
0019

5. SOLICITATION NUMBER

6. SOLICITATION ISSUE DATE

7. FOR SOLICITATION INFORMATION CALL:

a. NAME

b. TELEPHONE NUMBER (No Collect Calls)

8. OFFER DUE DATE/LOCAL TIME

9. ISSUED BY
 DEFENSE HUMAN RESOURCES ACTIVITY
 4800 MARK CENTER DRIVE.
 (b)(6)
 ALEXANDRIA VA 22350-4000

CODE **H98210**

10. THIS ACQUISITION IS
 SMALL BUSINESS
 HUBZONE SMALL BUSINESS
 SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS

UNRESTRICTED OR SET ASIDE: 100 % FOR:
 WOMEN-OWNED SMALL BUSINESS (WOSB) ELIGIBLE UNDER THE WOMEN-OWNED SMALL BUSINESS PROGRAM
 EDWOSB
 8(A)

NAICS:
541910

SIZE STANDARD:
\$14,000,000

11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED
 SEE SCHEDULE

12. DISCOUNT TERMS
Net 30

13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700)

13b. RATING

14. METHOD OF SOLICITATION
 RFQ IFB RFP

15. DELIVER TO
 JOINT ADVERT. MKT RES. STUDIES (JAMRS)
 (b)(6)
 1919 SOUTH LEADS STREET SUITE 100
 ARLINGTON VA 22202

CODE **HQ0584**

16. ADMINISTERED BY
 DEFENSE HUMAN RESOURCES ACTIVITY
 4800 MARK CENTER DRIVE,
 SUITE 07G12
 ALEXANDRIA VA 22350-1300

CODE **H98210**

17a. CONTRACTOR/OFFEROR
 FORS MARSH GROUP LLC
 (b)(6)
 1010 N. GLEBE RD, STE 510
 ARLINGTON VA 22201-5761

CODE **360C2**

FACILITY CODE

18a. PAYMENT WILL BE MADE BY
 DFAS COLUMBUS CENTER
 DFAS-CO/JAQ
 ATTN: CAPSW/OR P2
 PO BOX 369016
 COLUMBUS OH 43236-9016

CODE **HQ0131**

17b. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER

18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a. UNLESS BLOCK BELOW IS CHECKED SEE ADDENDUM

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
SEE SCHEDULE					

25. ACCOUNTING AND APPROPRIATION DATA
See Schedule

26. TOTAL AWARD AMOUNT (For Govt. Use Only)
\$233,261.33

27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1. 52.212-4. FAR 52.212-3. 52.212-5 ARE ATTACHED. ADDENDA ARE ARE NOT ATTACHED

27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4. FAR 52.212-5 IS ATTACHED. ADDENDA ARE ARE NOT ATTACHED

28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN 0 COPIES TO ISSUING OFFICE. CONTRACTOR AGREES TO FURNISH AND DELIVER ALL ITEMS SET FORTH OR OTHERWISE IDENTIFIED ABOVE AND ON ANY ADDITIONAL SHEETS SUBJECT TO THE TERMS AND CONDITIONS SPECIFIED.

29. AWARD OF CONTRACT: REF. Revised Proposal OFFER DATED 06-Jun-2016. YOUR OFFER ON SOLICITATION (BLOCK 5), INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN, IS ACCEPTED AS TO ITEMS: SEE SCHEDULE

30a. SIGNATURE OF OFFEROR/CONTRACTOR

31a. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER)
 (b)(6)

30b. NAME AND TITLE OF SIGNER
 (TYPE OR PRINT)

30c. DATE SIGNED

31b. NAME OF CONTRACTING OFFICER (TYPE OR PRINT)
 (b)(6) Contract Specialist
 TEL: (b)(6)
 EMAIL: (b)(6)

31c. DATE SIGNED
 13-Jul-2016

**SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS
(CONTINUED)**

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
SEE SCHEDULE					

32a. QUANTITY IN COLUMN 21 HAS BEEN
 RECEIVED INSPECTED ACCEPTED, AND CONFORMS TO THE CONTRACT, EXCEPT AS NOTED: _____

32b. SIGNATURE OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32c. DATE	32d. PRINTED NAME AND TITLE OF AUTHORIZED GOVERNMENT REPRESENTATIVE
--	-----------	---

32e. MAILING ADDRESS OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32f. TELEPHONE NUMBER OF AUTHORIZED GOVERNMENT REPRESENTATIVE
	32g. E-MAIL OF AUTHORIZED GOVERNMENT REPRESENTATIVE

33. SHIP NUMBER <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	34. VOUCHER NUMBER	35. AMOUNT VERIFIED CORRECT FOR	36. PAYMENT <input type="checkbox"/> COMPLETE <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	37. CHECK NUMBER
--	--------------------	---------------------------------	--	------------------

38. S/R ACCOUNT NUMBER	39. S/R VOUCHER NUMBER	40. PAID BY
------------------------	------------------------	-------------

41a. I CERTIFY THIS ACCOUNT IS CORRECT AND PROPER FOR PAYMENT	42a. RECEIVED BY <i>(Print)</i>		
41b. SIGNATURE AND TITLE OF CERTIFYING OFFICER	41c. DATE	42b. RECEIVED AT <i>(Location)</i>	
		42c. DATE REC'D <i>(YY/MM/DD)</i>	42d. TOTAL CONTAINERS

Section SF 1449 - CONTINUATION SHEET

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
1001	Survey Services and Market Research	229,840.66	Each	\$1.00	\$229,840.66
EXERCISED OPTION	FFP FOB: Destination PURCHASE REQUEST NUMBER: H9820161540003000				
					NET AMT
					\$229,840.66
ACRN AA					\$229,840.66
CIN: H98201615400030001001					

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
1002	Travel	4	Unitless		\$3,420.67
EXERCISED OPTION	COST Not to Exceed \$3,420.67. FOB: Destination PURCHASE REQUEST NUMBER: H9820161540003000				
					ESTIMATED COST
					\$3,420.67
ACRN AA					\$3,420.67
CIN: H98201615400030001002					

DELIVERY INFORMATION

CLIN	DELIVERY DATE	QUANTITY	SHIP TO ADDRESS	DODAAC
1001	POP 14-JUL-2016 TO 13-JUL-2017	N/A	JOINT ADVERT, MKT RES, STUDIES (JAMRS) (b)(6) 1919 SOUTH EADS STREET SUITE 100 ARLINGTON VA 22202 (b)(6) FOB: Destination	HQ0584
1002	POP 14-JUL-2016 TO 13-JUL-2017	N/A	(SAME AS PREVIOUS LOCATION) FOB: Destination	HQ0584

ACCOUNTING AND APPROPRIATION DATA

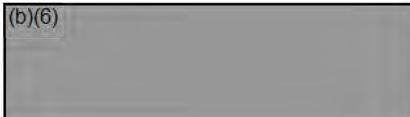
AA: 9760100 7301 001 86001 2516 XQ H5A6 H9820161540003 033181
AMOUNT: \$233,261.33
CIN H98201615400030001001: \$229,840.66
CIN H98201615400030001002: \$3,420.67

INSPECTION AND ACCEPTANCE TERMS

Supplies/services will be inspected/accepted at:

CLIN	INSPECT AT	INSPECT BY	ACCEPT AT	ACCEPT BY
1001	Destination	Government	Destination	Government
1002	Destination	Government	Destination	Government

ADMINISTRATIVE INFORMATION

Contract Specialist : (b)(6) 

(b)(6) 

Performance Work Statement Recruiter Quality of Life Survey Results Reporting

- 1.0 INTRODUCTION
The Joint Advertising, Market Research and Studies (JAMRS) program requires Contractor services to conduct analyses and report findings from the 2016 Recruiter Quality of Life Survey (RQS).
- 2.0 BACKGROUND
JAMRS is an official DoD program for joint marketing communications and market research and studies. Its mission is to measure and help broaden people's understanding of military service as a career option,

and its programs help bolster the effectiveness of all the Services' recruiting and retention efforts. One of JAMRS' core functions is to perform market and recruiting studies in order to provide valuable resources to recruiting professionals across all branches of the Military and agencies of the Department of Defense (DoD).

The RQS is conducted biannually to assess attitudes and opinions of military recruiters from each Service/Component to ensure that, in their efforts to meet assigned accession goals, recruiters and their families are not subject to undue pressure and a diminished quality of life. This survey began in 1989 in response to congressional inquiry about increased reports of recruiter stress and suicides. The RQS provides valuable information used by Congress, Accession Policy, and the Services to evaluate existing and emerging policies necessary to ensure military recruiters' quality of life.

3.0 SCOPE

The Contractor shall provide all personnel, equipment, materials and other items necessary to perform market research and survey services with regards to the Recruiter Quality of Life Reporting task.

4.0 REQUIREMENTS

The Contractor shall:

- 4.1 Meet with JAMRS representatives at their home office or via conference call. The purpose of the kickoff meeting is to clarify JAMRS' objectives and to discuss how the Contractor will address those objectives. The Contractor shall provide JAMRS a written summary of the kick-off meeting discussion.
- 4.2 Analyze data collected from the 2016 RQS using a variety of statistical techniques.
- 4.3 Provide findings on key metrics for each Service in briefings developed for Service-specific leadership and DoD civilian leadership.
 - 4.3.1 This should include one early findings brief for key DoD stakeholders that highlights trend updates on core items as well as provides a preview of data from new questions added in 2016.
 - 4.3.2 The Service Specific briefs should include 10 briefings (one for each Service/Component) that highlights trends and provides recommendations for potential improvements to the recruiting process and procedures as well as improved recruiter well-being. Each of these briefings should consist of a multiple components. This includes a top-line findings set of slide appropriate for General Officer and SES review, as well as slides with more detailed results appropriate for a general audience to include analyst POCs that includes most potential data splits of interest in the back up section. The contractor should also anticipate follow-up briefings after each of the 10 Service briefs to answer additional questions that come up and custom splits.
- 4.4 Develop an overview report that summarizes key findings across the Services as well as unique findings for each Service.
- 4.5 Develop an internal use document of tabulations tables with weighted proportions for 2016 item responses by service with 2016. These table should be easy to use to identify results of interest as well as allow the Government to quickly answer questions on data or items that may not be included in briefings.
- 4.6 Provide the COR with a Monthly Status report, which includes the status of relevant issues associated with each tasking and a description of the remaining work to be done on the task.

5.0 DELIVERABLES

Deliverable	Ref.	Delivery Date (on or about)
Kick-off meeting	Para 4.1	Within 1 week of contract start date
Written summary of Kick-off meeting	Para 4.1	Two weeks after kick-off
Early findings briefing	Para 4.3.1	5 months after kick-off
Service-Specific Briefings	Para 4.3	Seven months after kick-off
Overview Report	Para 4.4	Twelve months after kick-off
Monthly Status Report	Para 4.6	Monthly during PoP

6.0 TRAVEL

The Contractor shall be required to travel to various CONUS locations during the performance of this task order to present findings to Service leadership. All travel requires Government prior approval. Estimated travel may include:

- 1 two-day round-trip of one contractor personnel to Ft. Knox, KY.
- 1 two-day round-trip of one contractor personnel to Millington, TN.
- 1 two-day round-trip of one contractor personnel to San Antonio, TX.
- 1 two-day round-trip of one contractor personnel to Atlanta, GA.

CLAUSES INCORPORATED BY FULL TEXT

252.232-7006 WIDE AREA WORKFLOW PAYMENT INSTRUCTIONS (MAY 2013)

(a) Definitions. As used in this clause--

Department of Defense Activity Address Code (DoDAAC) is a six position code that uniquely identifies a unit, activity, or organization.

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(1) Have a designated electronic business point of contact in the System for Award Management at <https://www.acquisition.gov>; and

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(3) Document routing. The Contractor shall use the information in the Routing Data Table below only to fill in applicable fields in WAWF when creating payment requests and receiving reports in the system.

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Admin DoDAAC	H98210
Inspect By DoDAAC	H98201
Ship To Code	_____
Ship From Code	_____
Mark For Code	_____
Service Approver (DoDAAC)	H98201
Service Acceptor (DoDAAC)	H98201
Accept at Other DoDAAC	_____
LPO DoDAAC	_____
DCAA Auditor DoDAAC	_____
Other DoDAAC(s)	_____

(4) Payment request and supporting documentation. The Contractor shall ensure a payment request includes appropriate contract line item and subline item descriptions of the work performed or supplies delivered, unit price/cost per unit, fee (if applicable), and all relevant back-up documentation, as defined in DFARS Appendix F, (e.g. timesheets) in support of each payment request.

(5) WAWF email notifications. The Contractor shall enter the email address identified below in the "Send Additional Email Notifications" field of WAWF once a document is submitted in the system.

Contract Specialist: (b)(6)
COR: (b)(6)

(g) WAWF point of contact. (1) The Contractor may obtain clarification regarding invoicing in WAWF from the following contracting activity's WAWF point of contact.

WAWF POC: (b)(6)

(2) For technical WAWF help, contact the WAWF helpdesk at 866-618-5988.

(End of clause)

AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT				1. CONTRACT ID CODE	PAGE OF PAGES	
				J	1 4	
2. AMENDMENT/MODIFICATION NO. 01	3. EFFECTIVE DATE 21-Oct-2016	4. REQUISITION/PURCHASE REQ. NO. H9820161540003000		5. PROJECT NO.(If applicable)		
6. ISSUED BY DEFENSE HUMAN RESOURCES ACTIVITY 4800 MARK CENTER DRIVE, (b)(6) ALEXANDRIA VA 22350-4000		CODE H98210	7. ADMINISTERED BY (If other than item 6) See Item 6			
8. NAME AND ADDRESS OF CONTRACTOR (No., Street, County, State and Zip Code) FORS MARSH GROUP LLC (b)(6) 1010 N. GLEBE RD, STE 510 ARLINGTON VA 22201-5761				9A. AMENDMENT OF SOLICITATION NO.		
				9B. DATED (SEE ITEM 11)		
				X	10A. MOD. OF CONTRACT/ORDER NO. H98210-15-D-0001-0019	
				X	10B. DATED (SEE ITEM 13) 14-Jul-2016	
CODE 360C2		FACILITY CODE				
11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS						
<input type="checkbox"/> The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of offer <input type="checkbox"/> is extended, <input type="checkbox"/> is not extended. <p>Offer must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or as amended by one of the following methods: (a) By completing Items 8 and 15, and returning _____ copies of the amendment; (b) By acknowledging receipt of this amendment on each copy of the offer submitted; or (c) By separate letter or telegram which includes a reference to the solicitation and amendment numbers. FAILURE OF YOUR ACKNOWLEDGMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER. If by virtue of this amendment you desire to change an offer already submitted, such change may be made by telegram or letter, provided each telegram or letter makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.</p>						
12. ACCOUNTING AND APPROPRIATION DATA (If required)						
13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACT ORDERS. IT MODIFIES THE CONTRACT/ORDER NO. AS DESCRIBED IN ITEM 14.						
A. THIS CHANGE ORDER IS ISSUED PURSUANT TO: (Specify authority) THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDER NO. IN ITEM 10A.						
X	B. THE ABOVE NUMBERED CONTRACT/ORDER IS MODIFIED TO REFLECT THE ADMINISTRATIVE CHANGES (such as changes in paying office, appropriation date, etc.) SET FORTH IN ITEM 14, PURSUANT TO THE AUTHORITY OF FAR 43.103(B).					
C. THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO PURSUANT TO AUTHORITY OF:						
D. OTHER (Specify type of modification and authority)						
E. IMPORTANT: Contractor <input checked="" type="checkbox"/> is not, <input type="checkbox"/> is required to sign this document and return _____ copies to the issuing office.						
14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by UCF section headings, including solicitation/contract subject matter where feasible.) Modification Control Number: (b)(4);(b)(3):10 The purpose of this modification is to change the payment office from DFAS to DAI. As a result: 1. The DoDAAC in block 18a of the SF 1449 is changed from HQ0131 to HQ0790. The paying office address is changed to: DA/DHRA-ACCOUNTS PAYABLE DIRECTORATE P.O. BOX 183140 COLUMBUS OH, 43218-3140 2. The fiscal Station Code in the lines of accounting is changed from 033181 to 012147. 3. DFARS Clause 252.232-7006, Wide Area Workflow Payment instructions is changed to HQ0790 as the paying office. See summary of changes.						
Except as provided herein, all terms and conditions of the document referenced in Item 9A or 10A, as heretofore changed, remains unchanged and in full force and effect.						
15A. NAME AND TITLE OF SIGNER (Type or print)			16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print)			
			(b)(6) CONTRACT SPECIALIST			
			TEL: (b)(6) EMAIL: (b)(6)			
15B. CONTRACTOR/OFFEROR		15C. DATE SIGNED		16B. UNITED STATES OF AMERICA		
(Signature of person authorized to sign)				(b)(6)		
				BY (Signature of Contracting Officer)		
				16C. DATE SIGNED 19-Oct-2016		

SECTION SF 30 BLOCK 14 CONTINUATION PAGE

SUMMARY OF CHANGES

SECTION SF 1449 - CONTINUATION SHEET

SOLICITATION/CONTRACT FORM

The 'mail invoices to the address shown in block' field has changed from 1 to 0.

The 'administered by' organization has changed from
DEFENSE HUMAN RESOURCES ACTIVITY
4800 MARK CENTER DRIVE,

(b)(6)

ALEXANDRIA VA 22350-1300

to

DEFENSE HUMAN RESOURCES ACTIVITY
4800 MARK CENTER DRIVE,

(b)(6)

ALEXANDRIA VA 22350-4000

The 'Payment will be made by' organization has changed from

DFAS COLUMBUS CENTER

DFAS-CO/JAQ

ATTN : CAPSW/OR P2

PO BOX 369016

COLUMBUS OH 43236-9016

to

DFAS COLUMBUS CENTER

DAI/DHRA - ACCOUNTS PAYABLE DIRECTORATE

PO BOX 183140

COLUMBUS OH 43218-3140

The following have been modified:

252.232-7006 WIDE AREA WORKFLOW PAYMENT INSTRUCTIONS (MAY 2013)

(a) Definitions. As used in this clause--

Department of Defense Activity Address Code (DoDAAC) is a six position code that uniquely identifies a unit, activity, or organization.

Document type means the type of payment request or receiving report available for creation in Wide Area WorkFlow (WAWF).

Local processing office (LPO) is the office responsible for payment certification when payment certification is done external to the entitlement system.

(b) Electronic invoicing. The WAWF system is the method to electronically process vendor payment requests and receiving reports, as authorized by DFARS 252.232-7003, Electronic Submission of Payment Requests and Receiving Reports.

(c) WAWF access. To access WAWF, the Contractor shall--

- (1) Have a designated electronic business point of contact in the System for Award Management at <https://www.acquisition.gov>; and
- (2) Be registered to use WAWF at <https://wawf.eb.mil/> following the step-by-step procedures for self-registration available at this Web site.
- (d) WAWF training. The Contractor should follow the training instructions of the WAWF Web-Based Training Course and use the Practice Training Site before submitting payment requests through WAWF. Both can be accessed by selecting the "Web Based Training" link on the WAWF home page at <https://wawf.eb.mil/>.
- (e) WAWF methods of document submission. Document submissions may be via Web entry, Electronic Data Interchange, or File Transfer Protocol.
- (f) WAWF payment instructions. The Contractor must use the following information when submitting payment requests and receiving reports in WAWF for this contract/order:
- (1) Document type. The Contractor shall use the following document type(s).

Invoice and Receiving Report (Combo)

- (2) Inspection/acceptance location. The Contractor shall select the following inspection/acceptance location(s) in WAWF, as specified by the contracting officer.

Inspection location: Destination
Acceptance location: Destination

- (3) Document routing. The Contractor shall use the information in the Routing Data Table below only to fill in applicable fields in WAWF when creating payment requests and receiving reports in the system.

Routing Data Table*

Field Name in WAWF	Data to be entered in WAWF
Pay Official DoDAAC	HQ0790
Issue By DoDAAC	H98210
Admin DoDAAC	H98210
Inspect By DoDAAC	H98201
Ship To Code	_____
Ship From Code	_____
Mark For Code	_____
Service Approver (DoDAAC)	H98201
Service Acceptor (DoDAAC)	H98201
Accept at Other DoDAAC	_____
LPO DoDAAC	_____
DCAA Auditor DoDAAC	_____
Other DoDAAC(s)	_____

(4) Payment request and supporting documentation. The Contractor shall ensure a payment request includes appropriate contract line item and subline item descriptions of the work performed or supplies delivered, unit price/cost per unit, fee (if applicable), and all relevant back-up documentation, as defined in DFARS Appendix F, (e.g. timesheets) in support of each payment request.

(5) WAWF email notifications. The Contractor shall enter the email address identified below in the "Send Additional Email Notifications" field of WAWF once a document is submitted in the system.

Contract Specialist: (b)(6)
COR: (b)(6)

(g) WAWF point of contact. (1) The Contractor may obtain clarification regarding invoicing in WAWF from the following contracting activity's WAWF point of contact.

WAWF POC: (b)(6)

(2) For technical WAWF help, contact the WAWF helpdesk at 866-618-5988.

(End of clause)

(End of Summary of Changes)

2. CONTRACT NO.
 H98210-15-D-0001

3. AWARD/EFFECTIVE DATE
 01-Sep-2016

4. ORDER NUMBER
 0020

5. SOLICITATION NUMBER

6. SOLICITATION ISSUE DATE

7. FOR SOLICITATION INFORMATION CALL:

a. NAME

b. TELEPHONE NUMBER (No Collect Calls)

8. OFFER DUE DATE/LOCAL TIME

9. ISSUED BY
 DEFENSE HUMAN RESOURCES ACTIVITY
 4800 MARK CENTER DRIVE.
 (b)(6)
 ALEXANDRIA VA 22350-4000

CODE H98210

10. THIS ACQUISITION IS
 SMALL BUSINESS
 HUBZONE SMALL BUSINESS
 SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS

UNRESTRICTED OR SET ASIDE: 100% FOR:
 WOMEN-OWNED SMALL BUSINESS (WOSB) ELIGIBLE UNDER THE WOMEN-OWNED SMALL BUSINESS PROGRAM
 EDWOSB
 8(A)

NAICS: 541910
 SIZE STANDARD: \$14,000,000

11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED
 SEE SCHEDULE

12. DISCOUNT TERMS
 Net 30

13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700)

13b. RATING

14. METHOD OF SOLICITATION
 RFQ IFB RFP

15. DELIVER TO
 JOINT ADVERT. MKT RES. STUDIES (JAMRS)
 (b)(6)
 1919 SOUTH EADS STREET SUITE 100
 ARLINGTON VA 22202

CODE HQ0584

16. ADMINISTERED BY
 DEFENSE HUMAN RESOURCES ACTIVITY
 4800 MARK CENTER DRIVE,
 SUITE 07G12
 ALEXANDRIA VA 22350-1300

CODE H98210

17a. CONTRACTOR/OFFEROR
 FORS MARSH GROUP LLC
 (b)(6)
 1010 N. GLEBE RD, STE 510
 ARLINGTON VA 22201-5761

CODE 360C2

FACILITY CODE

18a. PAYMENT WILL BE MADE BY
 DFAS COLUMBUS CENTER
 DFAS-CO/JAQ
 ATTN: CAPSW/OR P2
 PO BOX 369016
 COLUMBUS OH 43236-9016

CODE HQ0131

17b. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER

18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a. UNLESS BLOCK BELOW IS CHECKED SEE ADDENDUM

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
SEE SCHEDULE					

25. ACCOUNTING AND APPROPRIATION DATA
See Schedule

26. TOTAL AWARD AMOUNT (For Govt. Use Only)
\$450,412.54

27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1. 52.212-4. FAR 52.212-3. 52.212-5 ARE ATTACHED. ADDENDA ARE ARE NOT ATTACHED

27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4. FAR 52.212-5 IS ATTACHED. ADDENDA ARE ARE NOT ATTACHED

28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN 0 COPIES TO ISSUING OFFICE. CONTRACTOR AGREES TO FURNISH AND DELIVER ALL ITEMS SET FORTH OR OTHERWISE IDENTIFIED ABOVE AND ON ANY ADDITIONAL SHEETS SUBJECT TO THE TERMS AND CONDITIONS SPECIFIED.

29. AWARD OF CONTRACT: REF. Technical and Price Proposal OFFER DATED 23-Aug-2016. YOUR OFFER ON SOLICITATION (BLOCK 5), INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN, IS ACCEPTED AS TO ITEMS: SEE SCHEDULE

30a. SIGNATURE OF OFFEROR/CONTRACTOR

31a. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER)
 (b)(6)

30b. NAME AND TITLE OF SIGNER
 (TYPE OR PRINT)

30c. DATE SIGNED

31b. NAME OF CONTRACTING OFFICER (TYPE OR PRINT)
 (b)(6) Contract Specialist
 TEL: (b)(6)
 EMAIL: (b)(6)

31c. DATE SIGNED
 29-Aug-2016

**SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS
(CONTINUED)**

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
<p>SEE SCHEDULE</p>					

32a. QUANTITY IN COLUMN 21 HAS BEEN
 RECEIVED INSPECTED ACCEPTED, AND CONFORMS TO THE CONTRACT, EXCEPT AS NOTED: _____

32b. SIGNATURE OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32c. DATE	32d. PRINTED NAME AND TITLE OF AUTHORIZED GOVERNMENT REPRESENTATIVE
--	-----------	---

32e. MAILING ADDRESS OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32f. TELEPHONE NUMBER OF AUTHORIZED GOVERNMENT REPRESENTATIVE
	32g. E-MAIL OF AUTHORIZED GOVERNMENT REPRESENTATIVE

33. SHIP NUMBER <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	34. VOUCHER NUMBER	35. AMOUNT VERIFIED CORRECT FOR	36. PAYMENT <input type="checkbox"/> COMPLETE <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	37. CHECK NUMBER
--	--------------------	---------------------------------	--	------------------

38. S/R ACCOUNT NUMBER	39. S/R VOUCHER NUMBER	40. PAID BY
------------------------	------------------------	-------------

41a. I CERTIFY THIS ACCOUNT IS CORRECT AND PROPER FOR PAYMENT	42a. RECEIVED BY <i>(Print)</i>		
41b. SIGNATURE AND TITLE OF CERTIFYING OFFICER	41c. DATE	42b. RECEIVED AT <i>(Location)</i>	
		42c. DATE REC'D <i>(YY/MM/DD)</i>	42d. TOTAL CONTAINERS

Section SF 1449 - CONTINUATION SHEET

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
1001		442,092.54	Each	\$1.00	\$442,092.54
EXERCISED OPTION	Survey Services and Market Research FFP FOB: Destination PURCHASE REQUEST NUMBER: H9820162140002000				

NET AMT	\$442,092.54
---------	--------------

ACRN AA	\$442,092.54
CIN: H98201621400020001001	

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
1002		2	Unitless		\$8,320.00
EXERCISED OPTION	Travel COST Not to Exceed \$8,320.00 FOB: Destination PURCHASE REQUEST NUMBER: H9820162140002000				

ESTIMATED COST	\$8,320.00
----------------	------------

ACRN AA	\$8,320.00
CIN: H98201621400020001002	

DELIVERY INFORMATION

CLIN	DELIVERY DATE	QUANTITY	SHIP TO ADDRESS	DODAAC
1001	POP 01-SEP-2016 TO 31-AUG-2017	N/A	JOINT ADVERT, MKT RES, STUDIES (JAMRS) (b)(6) 1919 SOUTH EADS STREET SUITE 100 ARLINGTON VA 22202 (b)(6) FOB: Destination	HQ0584
1002	POP 01-SEP-2016 TO 31-AUG-2017	N/A	(SAME AS PREVIOUS LOCATION) FOB: Destination	HQ0584

ACCOUNTING AND APPROPRIATION DATA

AA: 9760100 7301 001 86001 2516 XQ H5A6 H9820162140002 033181
AMOUNT: \$450,412.54
CIN H98201621400020001001: \$442,092.54
CIN H98201621400020001002: \$8,320.00

INSPECTION AND ACCEPTANCE TERMS

Supplies/services will be inspected/accepted at:

CLIN	INSPECT AT	INSPECT BY	ACCEPT AT	ACCEPT BY
1001	Destination	Government	Destination	Government
1002	Destination	Government	Destination	Government

ADMINISTRATIVE INFORMATION

Contract Specialist :

(b)(6)

(b)(6)

Performance Work Statement FY16 JAMRS Qualitative Insights

1.0 INTRODUCTION

The Joint Advertising, Market Research and Studies (JAMRS) program requires Contractor services to gather qualitative information. Specifically, literature reviews, pilot studies, interviews, and focus groups (group and individually based) will be conducted to gain insights on timely issues likely to impact recruiting, and unexpected findings identified in the JAMRS' large scale tracking studies or specialized market research efforts.

2.0 BACKGROUND

JAMRS is an official DoD program for joint marketing communications and market research and studies. Its mission is to measure and help broaden people's understanding of military service as a career option, and its programs help bolster the effectiveness of all the Services' recruiting and retention efforts. One of JAMRS' core functions is to perform market and recruiting studies in order to provide valuable resources to recruiting professionals across all branches of the Military and agencies of the Department of Defense (DoD). The results of JAMRS' large scale tracking studies or specialized market research efforts often leave the Services' Recruiting Commands with additional questions about the market. Thus, the goal of this effort is to delve deeper into key issues of interest and current events in an effort to provide the Services with qualitative insight on new methodologies for gathering information, unexpected result, specific topics, or subgroups of particular interest to military recruiting.

3.0 SCOPE

The Contractor shall provide all personnel, equipment, materials and other items necessary to perform the FY15 Qualitative Insights requirements.

4.0 REQUIREMENTS *The Contractor shall:*

4.1 Attend a kickoff meeting in Arlington, Va. The purpose of the kickoff meeting is to clarify JAMRS' objectives and to discuss how the Contractor will address those objectives. The Contractor shall provide JAMRS a written summary of the kick-off meeting discussion along with a plan for research.

4.2 Conduct 15 in-person cognitive interviews to obtain feedback on how youth interpret and think about various questions they are presented on a survey.

4.2.1 Provide JAMRS a key findings report on the results of the cognitive interviews.

4.3 Conduct 16 in-person focus group in four different locations throughout the PoP.

4.3.1 Provide JAMRS with a draft of the focus group exercises and discussion guide at least two weeks prior to conducting a set of focus groups. The final set of exercises will address any feedback provided by JAMRS.

4.3.2 Describe key insights gained from the focus groups in at least two executive notes. Each executive note should focus on a specific topic that was discussed during a set of focus groups. The executive notes should describe the insights and highlight the possible implications as well as recommendation for the Department and the Services' Recruiting Commands. The executive notes should utilize specific quotes from the groups.

4.3.3 Provide all recorded footage of focus groups to JAMRS on a DVD or stored on the JAMRS interval network drive.

4.4 Conduct an assessment of web-scraping as a market research tool such that the following tasks are completed:

4.4.1 Provide an overview document describing the various applications of web-scraping and its potential applications in a military recruiting context.

4.4.2 Conduct a pilot test utilizing web-scraping on one or more applications might be used in a military recruiting market research context.

4.4.3 Provide JAMRS a report documenting the entire process and key-findings.

4.4.4 Provide an executive level summary of the key findings in both paper and briefing format.

4.5 Conduct qualitative interviews with propensed youth who are getting ready to follow-through with the military application process. These interviews should involve multiple contacts to cover various stages and experiences of these youth as they move through the application and accession process. These interviews may be either, or a combination of, in-person discussion with youth who have made contact with a recruiting station or a follow-up with respondents who expressed their intention to join the Military on a survey.

4.5.1 Delivery a written summary of the qualitative interview project findings to JAMRS.

4.6 Provide the COR with a Monthly Status report, which includes the status of relevant issues associated with each tasking and a description of the remaining work to be done on the task.

5.0 DELIVERABLES

Deliverable	Ref.	Delivery Date (on or about)
Kick-off meeting	Para 4.1	Within 1 week of award
Written summary of Kick-off meeting	Para 4.1	Within 1 week of meeting
Cognitive Interview Report	Para 4.2.1	Within 10 weeks of kick-off
Executive Note 1	Para 4.3.2	Prior to end of PoP

Deliverable	Ref.	Delivery Date (on or about)
Executive Note 2	Para 4.3.2	Prior to end of PoP
Focus Group Recordings	Para 4.3.3	Within 2 weeks of completion of each focus group session
Web-Scraping Overview Report	Para 4.4.1	Within 15 weeks of kick-off
Web-Scraping Pilot Full Report	Para 4.4.3	Within 6months of kick-off
Web-Scraping Executive Summary	Para 4.4.4	Within 6months of kick-off
Qualitative Interview Report	Para 4.5.1	Prior to end of PoP
Monthly Status Meeting	Para 4.6	Monthly during PoP

6.0 GOVERNMENT FURNISHED INFORMATION

6.1 Personnel. The Government will provide personnel to assist with data collection plans for interviews, web-scraping pilot, and for focus group discussion guide development and review.

7.0 TRAVEL

7.1 The Contractor shall be required to travel to various CONUS locations during the performance of this task order to conduct focus groups. All travel requires Government prior approval/authorization by the COR.

Estimated travel during PoP may include:

- One (1) three-day round-trip of three (3) contractor personnel from Arlington, VA to Phoenix, AZ.
- One (1) three-day round-trip of three (3) contractor personnel from Arlington, VA to Kansas City, MO.
- Local travel within the national capital area to conduct qualitative interviews.

CLAUSES INCORPORATED BY FULL TEXT

252.232-7006 WIDE AREA WORKFLOW PAYMENT INSTRUCTIONS (MAY 2013)

(a) Definitions. As used in this clause--

Department of Defense Activity Address Code (DoDAAC) is a six position code that uniquely identifies a unit, activity, or organization.

Document type means the type of payment request or receiving report available for creation in Wide Area WorkFlow (WAWF).

Local processing office (LPO) is the office responsible for payment certification when payment certification is done external to the entitlement system.

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(c) WAWF access. To access WAWF, the Contractor shall--

- (1) Have a designated electronic business point of contact in the System for Award Management at <https://www.acquisition.gov>; and
- (2) Be registered to use WAWF at <https://wawf.eb.mil/> following the step-by-step procedures for self-registration available at this Web site.
- (d) WAWF training. The Contractor should follow the training instructions of the WAWF Web-Based Training Course and use the Practice Training Site before submitting payment requests through WAWF. Both can be accessed by selecting the "Web Based Training" link on the WAWF home page at <https://wawf.eb.mil/>.
- (e) WAWF methods of document submission. Document submissions may be via Web entry, Electronic Data Interchange, or File Transfer Protocol.
- (f) WAWF payment instructions. The Contractor must use the following information when submitting payment requests and receiving reports in WAWF for this contract/order:

- (1) Document type. The Contractor shall use the following document type(s).

Invoice and Receiving Report (Combo)

- (2) Inspection/acceptance location. The Contractor shall select the following inspection/acceptance location(s) in WAWF, as specified by the contracting officer.

Inspection location: Destination

Acceptance location: Destination

- (3) Document routing. The Contractor shall use the information in the Routing Data Table below only to fill in applicable fields in WAWF when creating payment requests and receiving reports in the system.

Routing Data Table*

Field Name in WAWF	Data to be entered in WAWF
Pay Official DoDAAC	HQ0131
Issue By DoDAAC	H98210
Admin DoDAAC	H98210
Inspect By DoDAAC	H98201
Ship To Code	_____
Ship From Code	_____
Mark For Code	_____
Service Approver (DoDAAC)	H98201
Service Acceptor (DoDAAC)	H98201
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LPO DoDAAC	_____
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COR: (b)(6)

(g) WAWF point of contact. (1) The Contractor may obtain clarification regarding invoicing in WAWF from the following contracting activity's WAWF point of contact.

WAWF POC: (b)(6)

(2) For technical WAWF help, contact the WAWF helpdesk at 866-618-5988.

(End of clause)

AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT			1. CONTRACT ID CODE	PAGE OF PAGES	
			J	1	4
2. AMENDMENT/MODIFICATION NO. 01	3. EFFECTIVE DATE 28-Jul-2017	4. REQUISITION/PURCHASE REQ. NO. H9820162140002000		5. PROJECT NO.(If applicable)	
6. ISSUED BY DEFENSE HUMAN RESOURCES ACTIVITY 4800 MARK CENTER DRIVE, (b)(6) ALEXANDRIA VA 22350-4000	CODE H98210	7. ADMINISTERED BY (If other than item 6) DEFENSE HUMAN RESOURCES ACTIVITY 4800 MARK CENTER DRIVE, SUITE 07G12 ALEXANDRIA VA 22350-1300		CODE	H98210
8. NAME AND ADDRESS OF CONTRACTOR (No., Street, County, State and Zip Code) FORS MARSH GROUP LLC (b)(6) 1010 N. GLEBE RD, STE 510 ARLINGTON VA 22201-5761			9A. AMENDMENT OF SOLICITATION NO.		
			9B. DATED (SEE ITEM 11)		
			X 10A. MOD. OF CONTRACT/ORDER NO. H98210-15-D-0001-0020		
			X 10B. DATED (SEE ITEM 13) 01-Sep-2016		
CODE 360C2	FACILITY CODE				
11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS					
<input type="checkbox"/> The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of offer <input type="checkbox"/> is extended, <input type="checkbox"/> is not extended.					
<p>Offer must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or as amended by one of the following methods:</p> <p>(a) By completing Items 8 and 15, and returning _____ copies of the amendment; (b) By acknowledging receipt of this amendment on each copy of the offer submitted; or (c) By separate letter or telegram which includes a reference to the solicitation and amendment numbers. FAILURE OF YOUR ACKNOWLEDGMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER. If by virtue of this amendment you desire to change an offer already submitted, such change may be made by telegram or letter, provided each telegram or letter makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.</p>					
12. ACCOUNTING AND APPROPRIATION DATA (If required)					
13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACTS/ORDERS. IT MODIFIES THE CONTRACT/ORDER NO. AS DESCRIBED IN ITEM 14.					
A. THIS CHANGE ORDER IS ISSUED PURSUANT TO: (Specify authority) THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDER NO. IN ITEM 10A.					
B. THE ABOVE NUMBERED CONTRACT/ORDER IS MODIFIED TO REFLECT THE ADMINISTRATIVE CHANGES (such as changes in paying office, appropriation date, etc.) SET FORTH IN ITEM 14, PURSUANT TO THE AUTHORITY OF FAR 43.103(B).					
C. THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO PURSUANT TO AUTHORITY OF:					
X D. OTHER (Specify type of modification and authority) Bilateral IAW 52.212-4(c)					
E. IMPORTANT: Contractor <input type="checkbox"/> is not, <input checked="" type="checkbox"/> is required to sign this document and return <u>1</u> copies to the issuing office.					
14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by UCF section headings, including solicitation/contract subject matter where feasible.) Modification Control Number: (b)(4):(b)(3):10 The purpose of this modification is to extend the Period of Performance end date from August 31, 2017 to October 31, 2017 at no additional cost to the Government. This modification is due a miscalculation by the Government in reference to sections 4.5 and 4.5.1 of the Performance Work Statement (PWS).					
Except as provided herein, all terms and conditions of the document referenced in Item 9A or 10A, as heretofore changed, remains unchanged and in full force and effect.					
15A. NAME AND TITLE OF SIGNER (Type or print)			16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print)		
			(b)(6) CONTRACTING OFFICER		
			TEL: (b)(6)		EMAIL: (b)(6)
15B. CONTRACTOR/OFFEROR	15C. DATE SIGNED	16B. UNITED STATES OF AMERICA		16C. DATE SIGNED	
(Signature of person authorized to sign)		BY (b)(6)		24-Jul-2017	
		(Signature of Contracting Officer)			

SECTION SF 30 BLOCK 14 CONTINUATION PAGE

SUMMARY OF CHANGES

SECTION SF 1449 - CONTINUATION SHEET

DELIVERIES AND PERFORMANCE

The following Delivery Schedule item for CLIN 1001 has been changed from:

DELIVERY DATE	QUANTITY	SHIP TO ADDRESS	DODAAC / CAGE
POP 01-SEP-2016 TO 31-AUG-2017	N/A	JOINT ADVERT, MKT RES, STUDIES (JAMRS) (b)(6) 1919 SOUTH EADS STREET SUITE 100 ARLINGTON VA 22202 (b)(6) FOB: Destination	HQ0584

To:

DELIVERY DATE	QUANTITY	SHIP TO ADDRESS	DODAAC / CAGE
POP 01-SEP-2016 TO 31-OCT-2017	N/A	JOINT ADVERT, MKT RES, STUDIES (JAMRS) (b)(6) 1919 SOUTH EADS STREET SUITE 100 ARLINGTON VA 22202 (b)(6) FOB: Destination	HQ0584

The following have been modified:

**Performance Work Statement
FY16 JAMRS Qualitative Insights**

1.0 INTRODUCTION

The Joint Advertising, Market Research and Studies (JAMRS) program requires Contractor services to gather qualitative information. Specifically, literature reviews, pilot studies, interviews, and focus groups (group and individually based) will be conducted to gain insights on timely issues likely to impact recruiting, and unexpected findings identified in the JAMRS' large scale tracking studies or specialized market research efforts.

2.0 BACKGROUND

JAMRS is an official DoD program for joint marketing communications and market research and studies. Its mission is to measure and help broaden people's understanding of military service as a career option, and its programs help bolster the effectiveness of all the Services' recruiting and retention efforts. One of JAMRS' core

functions is to perform market and recruiting studies in order to provide valuable resources to recruiting professionals across all branches of the Military and agencies of the Department of Defense (DoD). The results of JAMRS' large scale tracking studies or specialized market research efforts often leave the Services' Recruiting Commands with additional questions about the market. Thus, the goal of this effort is to delve deeper into key issues of interest and current events in an effort to provide the Services with qualitative insight on new methodologies for gathering information, unexpected result, specific topics, or subgroups of particular interest to military recruiting.

3.0 SCOPE

The Contractor shall provide all personnel, equipment, materials and other items necessary to perform the FY15 Qualitative Insights requirements.

4.0 REQUIREMENTS *The Contractor shall:*

- 4.1 Attend a kickoff meeting in Arlington, Va. The purpose of the kickoff meeting is to clarify JAMRS' objectives and to discuss how the Contractor will address those objectives. The Contractor shall provide JAMRS a written summary of the kick-off meeting discussion along with a plan for research.
- 4.2 Conduct 15 in-person cognitive interviews to obtain feedback on how youth interpret and think about various questions they are presented on a survey.
- 4.2.1 Provide JAMRS a key findings report on the results of the cognitive interviews.
- 4.3 Conduct 16 in-person focus group in four different locations throughout the PoP.
- 4.3.1 Provide JAMRS with a draft of the focus group exercises and discussion guide at least two weeks prior to conducting a set of focus groups. The final set of exercises will address any feedback provided by JAMRS.
- 4.3.2 Describe key insights gained from the focus groups in at least two executive notes. Each executive note should focus on a specific topic that was discussed during a set of focus groups. The executive notes should describe the insights and highlight the possible implications as well as recommendation for the Department and the Services' Recruiting Commands. The executive notes should utilize specific quotes from the groups.
- 4.3.3 Provide all recorded footage of focus groups to JAMRS on a DVD or stored on the JAMRS interval network drive.
- 4.4 Conduct an assessment of web-scraping as a market research tool such that the following tasks are completed:
- 4.4.1 Provide an overview document describing the various applications of web-scraping and its potential applications in a military recruiting context.
- 4.4.2 Conduct a pilot test utilizing web-scraping on one or more applications might be used in a military recruiting market research context.
- 4.4.3 Provide JAMRS a report documenting the entire process and key-findings.
- 4.4.4 Provide an executive level summary of the key findings in both paper and briefing format.
- 4.5 Conduct qualitative interviews with propensed youth who are getting ready to follow-through with the military application process. These interviews should involve multiple contacts to cover various stages and experiences of these youth as they move through the application and accession process. These interviews may be either, or a combination of, in-person discussion with youth who have made contact with a recruiting station or a follow-up with respondents who expressed their intention to join the Military on a survey.
- 4.5.1 Delivery a written summary of the qualitative interview project findings to JAMRS.
- 4.6 Provide the COR with a Monthly Status report, which includes the status of relevant issues associated with each tasking and a description of the remaining work to be done on the task.

5.0 DELIVERABLES

Deliverable	Ref.	Delivery Date (on or about)
Kick-off meeting	Para 4.1	Within 1 week of award
Written summary of Kick-off meeting	Para 4.1	Within 1 week of meeting
Cognitive Interview Report	Para 4.2.1	Within 10 weeks of kick-off
Executive Note 1	Para 4.3.2	Prior to end of PoP
Executive Note 2	Para 4.3.2	Prior to end of PoP

Deliverable	Ref.	Delivery Date (on or about)
Focus Group Recordings	Para 4.3.3	Within 2 weeks of completion of each focus group session
Web-Scraping Overview Report	Para 4.4.1	Within 15 weeks of kick-off
Web-Scraping Pilot Full Report	Para 4.4.3	Within 6months of kick-off
Web-Scraping Executive Summary	Para 4.4.4	Within 6months of kick-off
Qualitative Interview Report	Para 4.5.1	Prior to end of PoP
Monthly Status Meeting	Para 4.6	Monthly during PoP

6.0 GOVERNMENT FURNISHED INFORMATION

6.1 Personnel. The Government will provide personnel to assist with data collection plans for interviews, web-scraping pilot, and for focus group discussion guide development and review.

7.0 TRAVEL

7.1 The Contractor shall be required to travel to various CONUS locations during the performance of this task order to conduct focus groups. All travel requires Government prior approval/authorization by the COR.

Estimated travel during PoP may include:

- One (1) three-day round-trip of three (3) contractor personnel from Arlington, VA to Phoenix, AZ.
- One (1) three-day round-trip of three (3) contractor personnel from Arlington, VA to Kansas City, MO.
- Local travel within the national capital area to conduct qualitative interviews.

(End of Summary of Changes)

2. CONTRACT NO.
H98210-15-D-0001

3. AWARD/EFFECTIVE DATE
03-Feb-2017

4. ORDER NUMBER
0021

5. SOLICITATION NUMBER

6. SOLICITATION ISSUE DATE

7. FOR SOLICITATION INFORMATION CALL:

a. NAME

b. TELEPHONE NUMBER (No Collect Calls)

8. OFFER DUE DATE/LOCAL TIME

9. ISSUED BY
 CODE H98210
 DEFENSE HUMAN RESOURCES ACTIVITY
 4800 MARK CENTER DRIVE.
 (b)(6)
 ALEXANDRIA VA 22350-4000
 TEL:
 FAX:

10. THIS ACQUISITION IS
 UNRESTRICTED OR SET ASIDE: 100% FOR:
 SMALL BUSINESS WOMEN-OWNED SMALL BUSINESS (WOSB) ELIGIBLE UNDER THE WOMEN-OWNED SMALL BUSINESS PROGRAM
 HUBZONE SMALL BUSINESS EDWOSB NAICS: 541910
 SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS 8(A) SIZE STANDARD: \$14,000,000

11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED
 SEE SCHEDULE

12. DISCOUNT TERMS
Net 30

13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700)

13b. RATING

14. METHOD OF SOLICITATION
 RFQ IFB RFP

15. DELIVER TO
 CODE HQ0584
 JOINT ADVERT. MKT RES, STUDIES (JAMRS)
 (b)(6)
 4800 MARK CENTER DRIVE, STE 06J25
 ALEXANDRIA VA

16. ADMINISTERED BY
 CODE
SEE ITEM 9

17a. CONTRACTOR/OFFEROR
 CODE 360C2 FACILITY CODE
 FORS MARSH GROUP LLC
 (b)(6)
 1010 N. GLEBE RD, STE 510
 ARLINGTON VA 22201-5761
 TELEPHONE NO (b)(6)

18a. PAYMENT WILL BE MADE BY
 CODE HQ0790
 DFAS COLUMBUS CENTER
 DAVIDHRA - ACCOUNTS PAYABLE DIRECTORATE
 PO BOX 183140
 COLUMBUS OH 43218-3140

17b. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER

18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a. UNLESS BLOCK BELOW IS CHECKED SEE ADDENDUM

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
SEE SCHEDULE					

25. ACCOUNTING AND APPROPRIATION DATA
See Schedule

26. TOTAL AWARD AMOUNT (For Govt. Use Only)
\$789,814.77

27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1. 52.212-4. FAR 52.212-3. 52.212-5 ARE ATTACHED. ADDENDA ARE ARE NOT ATTACHED

27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4. FAR 52.212-5 IS ATTACHED. ADDENDA ARE ARE NOT ATTACHED

28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN 0 COPIES TO ISSUING OFFICE. CONTRACTOR AGREES TO FURNISH AND DELIVER ALL ITEMS SET FORTH OR OTHERWISE IDENTIFIED ABOVE AND ON ANY ADDITIONAL SHEETS SUBJECT TO THE TERMS AND CONDITIONS SPECIFIED.

29. AWARD OF CONTRACT: REF. Technical and Price Proposal OFFER DATED 24-Jan-2017. YOUR OFFER ON SOLICITATION (BLOCK 5), INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN, IS ACCEPTED AS TO ITEMS: SEE SCHEDULE

30a. SIGNATURE OF OFFEROR/CONTRACTOR

31a. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER)
 (b)(6)

30b. NAME AND TITLE OF SIGNER
 (TYPE OR PRINT)

30c. DATE SIGNED

31b. NAME OF CONTRACTING OFFICER (TYPE OR PRINT)
 (b)(6) Contract Specialist
 TEL: (b)(6)
 EMAIL: (b)(6)

31c. DATE SIGNED
 31-Jan-2017

**SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS
(CONTINUED)**

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
SEE SCHEDULE					

32a. QUANTITY IN COLUMN 21 HAS BEEN
 RECEIVED INSPECTED ACCEPTED, AND CONFORMS TO THE CONTRACT, EXCEPT AS NOTED: _____

32b. SIGNATURE OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32c. DATE	32d. PRINTED NAME AND TITLE OF AUTHORIZED GOVERNMENT REPRESENTATIVE
--	-----------	---

32e. MAILING ADDRESS OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32f. TELEPHONE NUMBER OF AUTHORIZED GOVERNMENT REPRESENTATIVE
	32g. E-MAIL OF AUTHORIZED GOVERNMENT REPRESENTATIVE

33. SHIP NUMBER <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	34. VOUCHER NUMBER	35. AMOUNT VERIFIED CORRECT FOR	36. PAYMENT <input type="checkbox"/> COMPLETE <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	37. CHECK NUMBER
--	--------------------	---------------------------------	--	------------------

38. S/R ACCOUNT NUMBER	39. S/R VOUCHER NUMBER	40. PAID BY
------------------------	------------------------	-------------

41a. I CERTIFY THIS ACCOUNT IS CORRECT AND PROPER FOR PAYMENT	42a. RECEIVED BY <i>(Print)</i>		
41b. SIGNATURE AND TITLE OF CERTIFYING OFFICER	41c. DATE	42b. RECEIVED AT <i>(Location)</i>	
		42c. DATE REC'D <i>(YY/MM/DD)</i>	42d. TOTAL CONTAINERS

Section SF 1449 - CONTINUATION SHEET

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
2001		789,814.77	Each	\$1.00	\$789,814.77
EXERCISED OPTION	Survey Services and Market Research FFP FOB: Destination PURCHASE REQUEST NUMBER: H9821071040				
					\$789,814.77
NET AMT					\$789,814.77
ACRN AA CIN: H98210710400001					\$789,814.77

ACCOUNTING AND APPROPRIATION DATA

AA: 012147 097 0100 000 N 20172017 D 7300 FY17_OPA_JAMRS Research OPA 251
AMOUNT: \$789,814.77
CIN H98210710400001: \$789,814.77

INSPECTION AND ACCEPTANCE TERMS

Supplies/services will be inspected/accepted at:

CLIN	INSPECT AT	INSPECT BY	ACCEPT AT	ACCEPT BY
2001	Destination	Government	Destination	Government

DELIVERY INFORMATION

CLIN	DELIVERY DATE	QUANTITY	SHIP TO ADDRESS	DODAAC
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2001 POP 03-FEB-2017 TO N/A
02-FEB-2018

JOINT ADVERT, MKT RES, STUDIES HQ0584
(JAMRS)

(b)(6)

4800 MARK CENTER DRIVE, STE 06J25
ALEXANDRIA VA

(b)(6)

FOB: Destination

ADMINISTRATIVE INFORMATION

Contract Specialist : (b)(6)

(b)(6)

Performance Work Statement
JAMRS New Recruit Survey – Media Module 2017

1.0 INTRODUCTION

The Joint Advertising, Market Research and Studies (JAMRS) program requires Contractor services to distribute, conduct analyses, and report findings for the 2017 New Recruit Survey – Influencer Module. The work involves survey planning, design and development, conducting and administering surveys, analysis of quantitative and qualitative survey data, production of reports regarding the results of the surveys, identifying target markets, as well as determining prospect market trends and conditions.

2.0 BACKGROUND

JAMRS is an official DoD program for joint marketing communications and market research and studies. Its mission is to measure and help broaden people's understanding of military service as a career option, and its programs help bolster the effectiveness of all the Services' recruiting and retention efforts. One of JAMRS' core functions is to perform market and recruiting studies in order to provide valuable resources to recruiting professionals across all branches of the Military and agencies of the Department of Defense (DoD). The New Recruit Survey serves as DoD's official vehicle to assess the impact of recruiting incentives, recruiting programs and policies, compensation and benefits, recruiter interactions, MEPS processing, and outreach/advertising messages on actual enlistment decisions. The findings function as an ongoing and continuous assessment mechanism to gauge the effectiveness of programs and practices using immediate feedback from new recruits after taking their oath of service at the MEPS. This coordinated effort allows for comparisons across the Services and ensures timely information is available on which to base adjustments to recruiting initiatives and programs. This particular module of the New Recruit Survey focuses on the new recruits' media usage as it related to their decision to join the Military along with the core set of questions designed to assess the impact of recruiting incentives, programs and policies.

3.0 SCOPE

The Contractor shall provide all personnel, equipment, materials and other items necessary to perform market research and survey services with regards to the New Recruit Survey Media Module.

4.0 REQUIREMENTS *The Contractor shall:*

- 4.1 Attend a kickoff meeting in Arlington, Va. The purpose of the kickoff meeting is to clarify JAMRS' objectives and to discuss how the Contractor will address those objectives. The Contractor shall provide JAMRS a written summary of the kick-off meeting discussion along with a plan for research.
- 4.2 Ensure all survey instruments and study protocols are compliant with the Office of the Under Secretary of Defense for Personnel and Readiness (OUSDP&R) Research Regulatory Oversight Office (R2O2) and all personnel involved with the study are up to date on human subjects research and ethics training. Furthermore, provide JAMRS personnel with a complete study protocol package will all necessary information and documentation to be submitted to the Government's R2O2 office for review and determination.
- 4.3 Assist JAMRS in informing relevant Service personnel and any relevant MEPS personnel of the New Recruit Survey.
- 4.4 Assist JAMRS personnel in instructing relevant Service personnel on how to replace current survey booklet with new booklet, how to distribute survey materials to new recruits and document the instructions in a short write-up to be delivered to relevant personnel.
- 4.5 Print finalized, formatted Service-specific survey booklets/invitations and deliver to all MEPS.
- 4.6 Maintain a survey control system, which will track the status of all sample members, mail outs, survey returns and survey inquiries.
- 4.7 Provide an email address and toll free number for respondents and Service liaisons and recruiters to ask questions about the survey, to report changes in status/address information, and to make survey requests.
- 4.8 Administer the survey on a continually fielding basis for 6 months such that the following specifications are met:
 - 4.8.1 All active-duty new recruits entering the delayed entry program (or immediately shipping to boot camp) are invited to participate in the survey before taking their oath at MEPS through coordination with MEPS Service liaisons.
 - 4.8.2 All Army National Guard and Army Reserve new recruits processing at the MEPS to ship to boot camp are invited to participate in the survey before taking their oath at MEPS through coordination with MEPS Service liaisons.
- 4.9 Deliver via email or other mutually agreeable electronic means (e.g., CD-ROM) a monthly dataset of all survey data collected on a monthly basis in SPSS format that includes variable names, variable labels, values, and value labels that are consistent with the questionnaire once data collection begins.
 - 4.9.1 Deliver via email or other mutually agreeable electronic means (e.g., CD-ROM) a complete dataset of all survey data collected for the current 6 month module in SPSS format that includes variable names, variable labels, values, and value labels that are consistent with the questionnaire once data collection begins.
- 4.10 Create and deliver via email or other electronic means (e.g., CD-ROM) annotated questionnaires that links questionnaire items with variables and values in the SPSS survey datasets and shall include and document any administrative items included in the datasets (such as wave number, date of survey, etc.).
- 4.11 Maintain the Active Duty New Recruit Survey online data portal to meet the requirements for user roles, user authentication and core reporting functionality including updating data feeds and standard reports on a monthly basis.
- 4.12 Develop and format the next module of the Active Duty and Reserve/Guard Service-specific questionnaires in a paper/booklet format that includes instructions on how to complete the survey and service-specific letters inviting new recruits to participate in the survey to be delivered to respondents by the Government. The next module should focus on influencers and background information in addition to the core set of New Recruit Survey questions.
- 4.13 Deliver Active Duty and Reserve/Guard monthly reports that highlights key findings for each month during the fielding period.
- 4.14 Deliver an Active Duty and Reserve/Guard topline reports for data collected from new recruits that highlights the proportion of respondents that selected each response option per question after the six month fielding period.
- 4.15 Deliver via email an Active Duty briefing deck that highlights key findings from this New Recruit Survey module after six months of data collection.
- 4.16 Deliver a briefing on the data collected from Reserve and Guard new recruits that highlights key findings and notable trends revealed in this data collection after the six month fielding period.

4.17 Document the sampling, data collection, weighting and analytic procedures for in a Technical Report after six months of data collection of this module.

4.18 Provide the COR with a Monthly Status report, which includes the status of relevant issues associated with each tasking and a description of the remaining work to be done on the task.

5.0 DELIVERABLES

Deliverable	Ref.	Delivery Date (on or about)
Kick-off meeting	Para 4.1	Within 7 days of award
IRB documents	Para 4.2	Within 6 weeks of award
Instructions on survey administration	Para 4.4	Within 2 weeks of award
Deliver printed survey to MEPS and Recruiting Stations	Para 4.5	Within 4 weeks of award date
Monthly Datasets	Para 4.9	Monthly during PoP once data collection begins
Module Datasets	Para 4.9.1	Within 30 days following end of data collection
Annotated Questionnaires	Para 4.10	One month after fielding is complete
Monthly standard reports	Para 4.11	Monthly during PoP once data collection begins
Formatted Surveys for next wave of data collection	Para 4.12	Prior to End of PoP
Monthly Reports	Para 4.13	Monthly during PoP once data collection begins
Topline Reports	Para 4.14	Prior to End of PoP
Active Duty Briefing Deck	Para 4.15	Prior to End of PoP
Reserve/Guard Briefing Deck	Para 4.16	Prior to End of PoP
Technical Report	Para 4.17	Prior to End of PoP
Monthly Status Report	Para 4.18	Monthly during PoP

6.0 GOVERNMENT FURNISHED INFORMATION

6.1 Service POC list. The Government shall provide a list of relevant Service personnel who will be involved with the New Recruit Survey to the Contractor.

6.2 New Recruit Frame. The Government shall provide a list of all New Recruits during the survey administration time frame to the Contractor.

6.3 New Recruit Survey. The Government shall provide the list of survey items to the Contractor for IRB review.

- 6.4 Survey Packet Delivery. The Government shall deliver the survey administration packets to the new recruits selected to participate in the survey.

CLAUSES INCORPORATED BY FULL TEXT

252.232-7006 WIDE AREA WORKFLOW PAYMENT INSTRUCTIONS (MAY 2013)

- (a) Definitions. As used in this clause--

Department of Defense Activity Address Code (DoDAAC) is a six position code that uniquely identifies a unit, activity, or organization.

Document type means the type of payment request or receiving report available for creation in Wide Area WorkFlow (WAWF).

Local processing office (LPO) is the office responsible for payment certification when payment certification is done external to the entitlement system.

(b) Electronic invoicing. The WAWF system is the method to electronically process vendor payment requests and receiving reports, as authorized by DFARS 252.232-7003, Electronic Submission of Payment Requests and Receiving Reports.

- (c) WAWF access. To access WAWF, the Contractor shall--

(1) Have a designated electronic business point of contact in the System for Award Management at <https://www.acquisition.gov>; and

(2) Be registered to use WAWF at <https://wawf.eb.mil/> following the step-by-step procedures for self-registration available at this Web site.

(d) WAWF training. The Contractor should follow the training instructions of the WAWF Web-Based Training Course and use the Practice Training Site before submitting payment requests through WAWF. Both can be accessed by selecting the "Web Based Training" link on the WAWF home page at <https://wawf.eb.mil/>.

(e) WAWF methods of document submission. Document submissions may be via Web entry, Electronic Data Interchange, or File Transfer Protocol.

(f) WAWF payment instructions. The Contractor must use the following information when submitting payment requests and receiving reports in WAWF for this contract/order:

- (1) Document type. The Contractor shall use the following document type(s).

Invoice and Receiving Report (Combo)

(2) Inspection/acceptance location. The Contractor shall select the following inspection/acceptance location(s) in WAWF, as specified by the contracting officer.

Inspection: Destination
Acceptance: Destination

(3) Document routing. The Contractor shall use the information in the Routing Data Table below only to fill in applicable fields in WAWF when creating payment requests and receiving reports in the system.

Routing Data Table*

Field Name in WAWF	Data to be entered in WAWF
Pay Official DoDAAC	HQ0790
Issue By DoDAAC	H98210
Admin DoDAAC	H98210
Inspect By DoDAAC	HQ0140
Ship To Code	---
Ship From Code	---
Mark For Code	---
Service Approver (DoDAAC)	HQ0140
Service Acceptor (DoDAAC)	HQ0140
Accept at Other DoDAAC	---
LPO DoDAAC	---
DCAA Auditor DoDAAC	---
Other DoDAAC(s)	---

(4) Payment request and supporting documentation. The Contractor shall ensure a payment request includes appropriate contract line item and subline item descriptions of the work performed or supplies delivered, unit price/cost per unit, fee (if applicable), and all relevant back-up documentation, as defined in DFARS Appendix F, (e.g. timesheets) in support of each payment request.

(5) WAWF email notifications. The Contractor shall enter the email address identified below in the "Send Additional Email Notifications" field of WAWF once a document is submitted in the system.

Contract Specialist: (b)(6)

COR: (b)(6)

(g) WAWF point of contact. (1) The Contractor may obtain clarification regarding invoicing in WAWF from the following contracting activity's WAWF point of contact.

WAWF POC: (b)(6)

(2) For technical WAWF help, contact the WAWF helpdesk at 866-618-5988.

(End of clause)

2. CONTRACT NO. H98210-15-D-0001	3. AWARD/EFFECTIVE DATE 28-Feb-2017	4. ORDER NUMBER 0022	5. SOLICITATION NUMBER	6. SOLICITATION ISSUE DATE
7. FOR SOLICITATION INFORMATION CALL:		a. NAME	b. TELEPHONE NUMBER (No Collect Calls)	8. OFFER DUE DATE/LOCAL TIME

9. ISSUED BY DEFENSE HUMAN RESOURCES ACTIVITY 4800 MARK CENTER DRIVE. (b)(6) ALEXANDRIA VA 22350-4000 TEL: FAX:	CODE H98210	10. THIS ACQUISITION IS <input checked="" type="checkbox"/> SMALL BUSINESS <input type="checkbox"/> HUBZONE SMALL BUSINESS <input type="checkbox"/> SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS	<input type="checkbox"/> UNRESTRICTED OR <input checked="" type="checkbox"/> SET ASIDE: 100% FOR: <input type="checkbox"/> WOMEN-OWNED SMALL BUSINESS (WOSB) ELIGIBLE UNDER THE WOMEN-OWNED SMALL BUSINESS PROGRAM <input type="checkbox"/> EDWOSB 8(A)	NAICS: 541910 SIZE STANDARD: \$14,000,000
---	----------------	--	--	--

11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED <input type="checkbox"/> SEE SCHEDULE	12. DISCOUNT TERMS Net 30	<input type="checkbox"/> 13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700)	13b. RATING	14. METHOD OF SOLICITATION <input type="checkbox"/> RFQ <input type="checkbox"/> IFB <input type="checkbox"/> RFP
--	------------------------------	--	-------------	--

15. DELIVER TO JOINT ADVERT. MKT RES. STUDIES (JAMRS) (b)(6) 4800 MARK CENTER DRIVE, STE 06J25 ALEXANDRIA VA	CODE HQ0584	16. ADMINISTERED BY SEE ITEM 9	CODE
--	----------------	--	------

17a. CONTRACTOR/OFFEROR FORS MARSH GROUP LLC (b)(6) 1010 N. GLEBE RD, STE 510 ARLINGTON VA 22201-5761 TELEPHONE NO. (b)(6)	CODE 360C2	FACILITY CODE	18a. PAYMENT WILL BE MADE BY DFAS COLUMBUS CENTER DAVDHRA - ACCOUNTS PAYABLE DIRECTORATE PO BOX 183140 COLUMBUS OH 43218-3140	CODE HQ0790
---	---------------	---------------	---	----------------

<input type="checkbox"/> 17b. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER	18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a. UNLESS BLOCK BELOW IS CHECKED <input checked="" type="checkbox"/> SEE ADDENDUM
--	--

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
SEE SCHEDULE					

25. ACCOUNTING AND APPROPRIATION DATA See Schedule	26. TOTAL AWARD AMOUNT (For Govt. Use Only) \$1,538,928.07
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<input type="checkbox"/> 27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1. 52.212-4. FAR 52.212-3. 52.212-5 ARE ATTACHED. ADDENDA <input type="checkbox"/> ARE <input type="checkbox"/> ARE NOT ATTACHED	<input type="checkbox"/> 27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4. FAR 52.212-5 IS ATTACHED. ADDENDA <input type="checkbox"/> ARE <input type="checkbox"/> ARE NOT ATTACHED
--	--

<input type="checkbox"/> 28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN 0 COPIES TO ISSUING OFFICE. CONTRACTOR AGREES TO FURNISH AND DELIVER ALL ITEMS SET FORTH OR OTHERWISE IDENTIFIED ABOVE AND ON ANY ADDITIONAL SHEETS SUBJECT TO THE TERMS AND CONDITIONS SPECIFIED.	<input checked="" type="checkbox"/> 29. AWARD OF CONTRACT: REF. Technical Price Proposal OFFER DATED 17-Feb-2017. YOUR OFFER ON SOLICITATION (BLOCK 5), INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN, IS ACCEPTED AS TO ITEMS: SEE SCHEDULE
---	--

30a. SIGNATURE OF OFFEROR/CONTRACTOR	31a. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER) (b)(6)
--------------------------------------	--

30b. NAME AND TITLE OF SIGNER (TYPE OR PRINT)	30c. DATE SIGNED	31b. NAME OF CONTRACTING OFFICER (TYPE OR PRINT) (b)(6) Contract Specialist TEL: (b)(6) EMAIL: (b)(6)	31c. DATE SIGNED 27-Feb-2017
--	------------------	--	---------------------------------

**SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS
(CONTINUED)**

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
SEE SCHEDULE					

32a. QUANTITY IN COLUMN 21 HAS BEEN
 RECEIVED INSPECTED ACCEPTED, AND CONFORMS TO THE CONTRACT, EXCEPT AS NOTED: _____

32b. SIGNATURE OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32c. DATE	32d. PRINTED NAME AND TITLE OF AUTHORIZED GOVERNMENT REPRESENTATIVE
--	-----------	---

32e. MAILING ADDRESS OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32f. TELEPHONE NUMBER OF AUTHORIZED GOVERNMENT REPRESENTATIVE
32g. E-MAIL OF AUTHORIZED GOVERNMENT REPRESENTATIVE	

33. SHIP NUMBER <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	34. VOUCHER NUMBER	35. AMOUNT VERIFIED CORRECT FOR	36. PAYMENT <input type="checkbox"/> COMPLETE <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	37. CHECK NUMBER
--	--------------------	---------------------------------	--	------------------

38. S/R ACCOUNT NUMBER	39. S/R VOUCHER NUMBER	40. PAID BY
------------------------	------------------------	-------------

41a. I CERTIFY THIS ACCOUNT IS CORRECT AND PROPER FOR PAYMENT	42a. RECEIVED BY <i>(Print)</i>		
41b. SIGNATURE AND TITLE OF CERTIFYING OFFICER	41c. DATE	42b. RECEIVED AT <i>(Location)</i>	
		42c. DATE REC'D <i>(YY/MM/DD)</i>	42d. TOTAL CONTAINERS

Section SF 1449 - CONTINUATION SHEET

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
2001	Survey Services and Market Research	1,538,928.07	Each	\$1.00	\$1,538,928.07
EXERCISED OPTION	FFP FOB: Destination PURCHASE REQUEST NUMBER: H9821071219				
					NET AMT
					\$1,538,928.07
ACRN AA CIN: H98210712190001					\$1,538,928.07

ACCOUNTING AND APPROPRIATION DATA

AA: 012147 097 0100 000 N 20172017 D 7300 FY17_OPA_JAMRS Research OPA 251
 AMOUNT: \$1,538,928.07
 CIN H98210712190001: \$1,538,928.07

INSPECTION AND ACCEPTANCE TERMS

Supplies/services will be inspected/accepted at:

CLIN	INSPECT AT	INSPECT BY	ACCEPT AT	ACCEPT BY
2001	Destination	Government	Destination	Government

DELIVERY INFORMATION

CLIN	DELIVERY DATE	QUANTITY	SHIP TO ADDRESS	DODAAC
------	---------------	----------	-----------------	--------

2001 POP 28-FEB-2017 TO N/A
27-FEB-2018

JOINT ADVERT, MKT RES, STUDIES HQ0584
(JAMRS)

(b)(6)

4800 MARK CENTER DRIVE, STE 06J25
ALEXANDRIA VA

(b)(6)

FOB: Destination

ADMINISTRATIVE INFORMATION

Contract Specialist:

(b)(6)

(b)(6)

Performance Work Statement
JAMRS

FY17 Youth Poll – Spring, Summer, & Paired Parent

1.0 INTRODUCTION

The Joint Advertising, Market Research and Studies (JAMRS) program requires a Contractor to administer the currently continuously fielding, Youth Poll survey. The work involves survey planning, design and development, conducting and administering surveys, analysis of quantitative and qualitative survey data, production of reports regarding the results of the surveys, and determining prospect market trends and conditions based on results.

2.0 BACKGROUND

The DoD Youth Poll is one of the Joint Advertising, Market Research and Studies (JAMRS) program's core projects. The Youth Poll is a tracking study that serves as DoD's official source of information on the prospect market (i.e., youth between the ages of 16 and 24 years old). The Youth Poll provides frequent monitoring of youth's propensity and other key metrics (e.g., motivators and barriers to service, knowledge of military careers) that are vital to the Department's ability to detect changes in the youth market and allocate recruiting resources in the most efficient and effective manner. Thus, ultimately, the end goal of the Youth Poll is to provide OUSD(P&R) and the Services information necessary to make strategic and tactical recruitment-related decisions.

For over 35 years, the Department has been measuring propensity as it is the single best predictor of actual enlistment behavior and therefore essential for forecasting future recruitment supply. JAMRS is responsible for tracking propensity via the Youth Poll so as to prevent duplicative efforts within the Department. Because each of the Services, agencies, and programs require this information, it is much more cost-effective for one central agency

to perform and disseminate the research rather than having each conduct similar studies independently. In addition to propensity, the Youth Poll tracks:

- attitudes toward joining the Military;
- knowledge of Military career options;
- engagement in pre-enlistment behaviors;
- reasons youth state for and against joining the Military; and
- perceptions of current events and the economy.
- Attitudes of paired parents.

3.0 SCOPE

The Contractor shall provide all personnel, equipment, materials and other items necessary to perform Youth Poll market research and survey services.

4.0 REQUIREMENTS

The Contractor shall:

4.1 Attend a kickoff meeting in Arlington, Va. The purpose of the kickoff meeting is to clarify JAMRS' objectives and to discuss how the Contractor will address those objectives. Prepare and present a Project Activity Plan outlining all key tasks associated with all deliverables and their associated timelines required for complete execution of the task order. The Contractor shall provide JAMRS a written summary of the kick-off meeting discussion along with a plan for research.

4.2 Assist JAMRS in developing questionnaires for the Youth Poll Summer and Fall 2017 modules. Develop a survey content plan such that every questionnaire shall contain the same base set of questions designed to track key metrics (propensity to join the Military, future plans, consideration for joining the Military, military related knowledge, military favorability, engagement in pre-enlistment behaviors and perceptions of the economy) but will also allow flexibility for new questions and diverse content areas that can be tracked year over year while keeping survey administration times to less than 25 minutes. The questionnaires shall incorporate topics and/or items from previous years' Youth Poll surveys, input from Service POCS, and important constructs identified by JAMRS or through relevant literature.

4.3 Develop all mailing materials associated with the Youth Poll administration that are serialized for tracking purposes including: all notifications, cover letters, invitations letters, postcards, envelopes, questionnaires and return envelopes to be mailed to youth for the Youth Poll administrations.

4.4 Ensure all survey instruments and study protocols are compliant with the Office of the Under Secretary of Defense for Personnel and Readiness (OUSDP&R) Research Regulatory Oversight Office (R2O2) and all personnel involved with the study are up to date on human subjects research and ethics training. Furthermore, provide JAMRS personnel with a complete study protocol package will all necessary information and documentation to be submitted to the Government's R2O2 office for review and determination.

4.5 Conduct surveys on a continually fielding basis such that the following specifications are met:

4.5.1 Two administrations of the Youth Poll are conducted with a sample of nationally representative respondents between the ages of 16 and 24. For each administration, the sample shall be large enough using probability sampling techniques so that the data may be weighted to the national population and provide meaningful subgroup estimates with reasonable standard error estimates. Specifically, the design effect for key questions should typically be less than 2.0 and the sample size shall be sufficiently large enough to provide meaningful estimates for race/ethnicity by gender splits per administration. Data weights shall be developed for monthly data sets and wave-level data sets.

4.5.2 Adhere to the following survey specifications:

4.5.2.1 Mail to at least 40,000 youth per module, ensuring sampling accounts for gender, age, and state. Each module should result in roughly 5,500 or more eligible responders.

4.5.2.2 Administer the survey, which should include a pre-notification, a reminder/thank you postcard, and survey packages.

4.5.2.3 Perform quality control checks on survey mailings and data entry.

4.5.2.4 Provide procedures that allows for respondents to ask questions about the survey, to report changes in status/address information, and to make survey requests.

4.6.1 Deliver via email, or other mutually agreeable electronic means, 8 weighted monthly datasets for data collected during this period of performance as well as the complete weighted module dataset collected during this period of performance. This data shall be delivered to JAMRS in SPSS and STATA formats. The datasets shall be

made in a manner that is consistent with all previous waves of administration. This includes variable names, variable labels, values, and value labels that are consistent across administrations and with the questionnaire.

4.6.2 Deliver Annotated Questionnaires. The Contractor shall create and deliver via email or other electronic means annotated questionnaires that link questionnaire items with variables and values in the survey database and shall include and document any administrative items included in the database (such as wave number, date of survey, etc.). The annotated questionnaires shall be delivered within one month after the end of each administration.

4.7 Develop two briefing decks (i.e., YP Spring 2017 and YP Summer 2017) focusing on trends in youth propensity and eight executive summaries/snapshots in the form of PowerPoint slides summarizing key trends in propensity and other tracking metrics from the base set of items measured in every Youth Poll questionnaire.

4.8 Develop one briefing deck that highlights key findings from unique aspects of the Spring 2017 Youth Poll Module.

4.9 Develop one briefing deck that highlights regional and state level findings using the state-level weighted dataset collected during calendar year 2016.

4.10 Document the sampling, data collection, weighting and analytic procedures for the Spring 2017 module in a Technical Report.

APPROXIMATE YOUTH POLL (YP) SURVEY & BRIEFING DECK SCHEDULE

Period of Performance 28 February 2017 through 27 February 2018

Study Wave	Data Collection (when new sample is released; allow 2 months after last date to end fielding window)	Unweighted Data	Weighted Data	Annotated Questionnaire	Propensity Briefing Deck	Module Briefing Deck
YP34 – Spring 2016	January - April 2017	NA	NA	NA	October 2017	December 2017
YP35 – Summer 2016	May – Aug 2017	November 2017	December 2017	December 2017	February 2017 (end of PoP)	NA

4.11 Develop a Parent Poll paper survey to mail to parents of youth poll responders designed to better understand the relationship between parent and child attitudes towards careers and the decision to join the Military specifically. This instrument should draw on key items asked in previous Parent Poll instruments, including items related to likelihood to support and recommend military service for their child, but also incorporate new ideas on information that will be most useful to JAMRS stakeholders. Input from multiple experienced researchers and subject matter experts should be included in the revision process of this survey to ensure the product is as useful as possible.

4.11.1 Develop, coordinate, document, and perform all sample development procedures. The sample will be developed to yield approximately 700 or more completed surveys from parents of Youth Poll respondents. Ensure unique identifiers are utilized in order to track dispositions between parent and child respondents.

4.11.2 Prepare and print all mailing materials. Provide JAMRS draft copies of all mailing materials to review prior to printing.

4.11.3 Coordinate and perform the administration of the survey including:

4.11.3.1 Administer the survey, which will include a pre-notification, a reminder/thank you postcard, and three survey packages.

4.11.3.2 Perform a quality control check on survey mailings.

4.11.3.3 Maintain a survey control system, which will track the status of all sample members, mail outs, survey returns, change of address information, and survey inquiries.

4.11.3.4 Provide an email address and toll free number for respondents to ask questions about the survey, to report changes in status/address information, and to make survey requests.

4.11.4 Provide a paired parent dataset to JAMRS. The dataset will include variables from the survey, frame variables, applicable variables from the paired youth survey, and variable and value labels. The contractor shall deliver the dataset as a SPSS file and STATA file. The contractors shall also be prepared to deliver the dataset as an Excel file or comma delimited file on request.

4.12 Provide a monthly status report, which includes the status of relevant issues associated with each task and a description of the remaining work to be done on the task.

5.0 DELIVERABLES

Deliverable	Ref.	Delivery Date
Kick-off meeting	Para 4.1	Within 1 week of award date
Written summary of Kick-off meeting	Para 4.1	Within 2 weeks of kickoff mtg
YP 2017 Summer Questionnaires	Para 4.2	Within 2 months of award
YP 2017 Fall Questionnaires	Para 4.2	30 July 2017
YP 2017 Summer & Fall Mailing Materials	Para 4.3	1 April 2017
Submit materials for Government R2O2 Review	Para 4.4	At least 2 weeks prior to printing
Weighted YP Summer 2017 Dataset	Para 4.6.1	9 January 2018
8 Weighted YP Monthly Datasets	Para 4.6.1	April through November during PoP
YP 2017 Spring Propensity Deck	Para 4.7	24 October 2017
YP 2017 Summer Propensity Deck	Para 4.7	End of PoP
Monthly YP Executive Summaries (April through November)	Para 4.7	April through November during PoP
YP 2017 Spring Module Brief	Para 4.8	15 December 2017
Regional & State Level Analysis Brief	Para 4.9	End of PoP
YP 2017 Spring Tech Report	Para 4.10	15 November 2017
YP 2017 Summer Annotated Questionnaire	Para 4.6.2	15 December 2017
Paired Parent Questionnaire	4.11	30 July 2017
Paired Parent Dataset	4.11.4	End of PoP
Monthly Status Report	Para 4.12	Monthly during PoP by last workday of the month

6.0 GOVERNMENT FURNISHED INFORMATION

6.1 Sample Frame. JAMRS shall provide a sample frame that covers approximately 90% of the youth population (names and addresses for 16-24 year olds) for the Contractor to use to draw the samples for each administration of the Youth Poll.

6.2 Questionnaires. JAMRS shall provide previous Youth Poll questionnaires for the Contractor to use in the development of questionnaires.

CLAUSES INCORPORATED BY FULL TEXT

252.232-7006 WIDE AREA WORKFLOW PAYMENT INSTRUCTIONS (MAY 2013)

(a) Definitions. As used in this clause--

Department of Defense Activity Address Code (DoDAAC) is a six position code that uniquely identifies a unit, activity, or organization.

Document type means the type of payment request or receiving report available for creation in Wide Area WorkFlow (WAWF).

Local processing office (LPO) is the office responsible for payment certification when payment certification is done external to the entitlement system.

(b) Electronic invoicing. The WAWF system is the method to electronically process vendor payment requests and receiving reports, as authorized by DFARS 252.232-7003, Electronic Submission of Payment Requests and Receiving Reports.

(c) WAWF access. To access WAWF, the Contractor shall--

(1) Have a designated electronic business point of contact in the System for Award Management at <https://www.acquisition.gov>; and

(2) Be registered to use WAWF at <https://wawf.eb.mil/> following the step-by-step procedures for self-registration available at this Web site.

(d) WAWF training. The Contractor should follow the training instructions of the WAWF Web-Based Training Course and use the Practice Training Site before submitting payment requests through WAWF. Both can be accessed by selecting the "Web Based Training" link on the WAWF home page at <https://wawf.eb.mil/>.

(e) WAWF methods of document submission. Document submissions may be via Web entry, Electronic Data Interchange, or File Transfer Protocol.

(f) WAWF payment instructions. The Contractor must use the following information when submitting payment requests and receiving reports in WAWF for this contract/order:

(1) Document type. The Contractor shall use the following document type(s).

Invoice 2 n 1

(2) Inspection/acceptance location. The Contractor shall select the following inspection/acceptance location(s) in WAWF, as specified by the contracting officer.

Inspection:	Destination
Acceptance:	Destination

(3) Document routing. The Contractor shall use the information in the Routing Data Table below only to fill in applicable fields in WAWF when creating payment requests and receiving reports in the system.

Routing Data Table*

Field Name in WAWF	Data to be entered in WAWF
Pay Official DoDAAC	HQ0790
Issue By DoDAAC	H98210
Admin DoDAAC	H98210
Inspect By DoDAAC	HQ0140
Ship To Code	---
Ship From Code	---
Mark For Code	---
Service Approver (DoDAAC)	HQ0140
Service Acceptor (DoDAAC)	HQ0140
Accept at Other DoDAAC	---
LPO DoDAAC	---
DCAA Auditor DoDAAC	---
Other DoDAAC(s)	---

(4) Payment request and supporting documentation. The Contractor shall ensure a payment request includes appropriate contract line item and subline item descriptions of the work performed or supplies delivered, unit price/cost per unit, fee (if applicable), and all relevant back-up documentation, as defined in DFARS Appendix F, (e.g. timesheets) in support of each payment request.

(5) WAWF email notifications. The Contractor shall enter the email address identified below in the "Send Additional Email Notifications" field of WAWF once a document is submitted in the system.

Contract Specialist:

(b)(6)

COR:

(g) WAWF point of contact. (1) The Contractor may obtain clarification regarding invoicing in WAWF from the following contracting activity's WAWF point of contact.

WAWF POC:

(b)(6)

(2) For technical WAWF help, contact the WAWF helpdesk at 866-618-5988.

(End of clause)

2. CONTRACT NO. H98210-15-D-0001 3. AWARD/EFFECTIVE DATE 18-Mar-2017 4. ORDER NUMBER 0023 5. SOLICITATION NUMBER 6. SOLICITATION ISSUE DATE

7. FOR SOLICITATION INFORMATION CALL: a. NAME b. TELEPHONE NUMBER (No Collect Calls) 8. OFFER DUE DATE/LOCAL TIME

9. ISSUED BY CODE H98210
 DEFENSE HUMAN RESOURCES ACTIVITY
 4800 MARK CENTER DRIVE.
 (b)(6)
 ALEXANDRIA VA 22350-4000
 TEL:
 FAX:

10. THIS ACQUISITION IS UNRESTRICTED OR SET ASIDE: 100% FOR:
 SMALL BUSINESS WOMEN-OWNED SMALL BUSINESS (WOSB) ELIGIBLE UNDER THE WOMEN-OWNED SMALL BUSINESS PROGRAM
 HUBZONE SMALL BUSINESS EDWOSB NAICS: 541910
 SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS 8(A) SIZE STANDARD: \$14,000,000

11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED SEE SCHEDULE 12. DISCOUNT TERMS Net 30 13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700) 13b. RATING 14. METHOD OF SOLICITATION RFQ IFB RFP

15. DELIVER TO CODE HQ0584
 JOINT ADVERT. MKT RES. STUDIES (JAMRS)
 (b)(6)
 1919 SOUTH EADS STREET SUITE 100
 ARLINGTON VA 22202

16. ADMINISTERED BY CODE
SEE ITEM 9

17a. CONTRACTOR/ OFFEROR CODE 360C2 FACILITY CODE
 FORS MARSH GROUP LLC
 (b)(6)
 1010 N. GLEBE RD, STE 510
 ARLINGTON VA 22201-5761
 TELEPHONE NO (b)(6)

18a. PAYMENT WILL BE MADE BY CODE HQ0790
 DFAS COLUMBUS CENTER
 DAVIDHRA - ACCOUNTS PAYABLE DIRECTORATE
 PO BOX 183140
 COLUMBUS OH 43218-3140

17b. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER 18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a. UNLESS BLOCK BELOW IS CHECKED SEE ADDENDUM

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
SEE SCHEDULE					

25. ACCOUNTING AND APPROPRIATION DATA See Schedule 26. TOTAL AWARD AMOUNT (For Govt. Use Only) \$629,979.54

27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1. 52.212-4. FAR 52.212-3. 52.212-5 ARE ATTACHED. ADDENDA ARE ARE NOT ATTACHED
 27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4. FAR 52.212-5 IS ATTACHED. ADDENDA ARE ARE NOT ATTACHED

28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN 0 COPIES TO ISSUING OFFICE. CONTRACTOR AGREES TO FURNISH AND DELIVER ALL ITEMS SET FORTH OR OTHERWISE IDENTIFIED ABOVE AND ON ANY ADDITIONAL SHEETS SUBJECT TO THE TERMS AND CONDITIONS SPECIFIED. 29. AWARD OF CONTRACT: REF. Technical and Price Proposal OFFER DATED 06-Mar-2017. YOUR OFFER ON SOLICITATION (BLOCK 5), INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN, IS ACCEPTED AS TO ITEMS: SEE SCHEDULE

30a. SIGNATURE OF OFFEROR/CONTRACTOR 31a. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER)
 (b)(6)

30b. NAME AND TITLE OF SIGNER (TYPE OR PRINT) 30c. DATE SIGNED 31b. NAME OF CONTRACTING OFFICER (TYPE OR PRINT) 31c. DATE SIGNED
 (b)(6) Contract Specialist TEL: (b)(6) EMAIL: (b)(6) 14-Mar-2017

**SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS
(CONTINUED)**

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
<p>SEE SCHEDULE</p>					

32a. QUANTITY IN COLUMN 21 HAS BEEN
 RECEIVED INSPECTED ACCEPTED, AND CONFORMS TO THE CONTRACT, EXCEPT AS NOTED: _____

32b. SIGNATURE OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32c. DATE	32d. PRINTED NAME AND TITLE OF AUTHORIZED GOVERNMENT REPRESENTATIVE
--	-----------	---

32e. MAILING ADDRESS OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32f. TELEPHONE NUMBER OF AUTHORIZED GOVERNMENT REPRESENTATIVE
	32g. E-MAIL OF AUTHORIZED GOVERNMENT REPRESENTATIVE

33. SHIP NUMBER <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	34. VOUCHER NUMBER	35. AMOUNT VERIFIED CORRECT FOR	36. PAYMENT <input type="checkbox"/> COMPLETE <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	37. CHECK NUMBER
--	--------------------	---------------------------------	--	------------------

38. S/R ACCOUNT NUMBER	39. S/R VOUCHER NUMBER	40. PAID BY
------------------------	------------------------	-------------

41a. I CERTIFY THIS ACCOUNT IS CORRECT AND PROPER FOR PAYMENT	42a. RECEIVED BY <i>(Print)</i>		
41b. SIGNATURE AND TITLE OF CERTIFYING OFFICER	41c. DATE	42b. RECEIVED AT <i>(Location)</i>	
		42c. DATE REC'D <i>(YY/MM/DD)</i>	42d. TOTAL CONTAINERS

Section SF 1449 - CONTINUATION SHEET

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
2001		629,979.54	Each	\$1.00	\$629,979.54
EXERCISED OPTION	Survey Services and Market Research FFP FY17 DoD Market Segmentation FOB: Destination PURCHASE REQUEST NUMBER: H9821071597				
					\$629,979.54
NET AMT					\$629,979.54
ACRN AA CIN: H98210715970001					\$629,979.54

ACCOUNTING AND APPROPRIATION DATA

AA: 012147 097 0100 000 N 20172017 D 7300 FY17_OPA_JAMRS Research OPA 251
 AMOUNT: \$629,979.54
 CIN H98210715970001: \$629,979.54

INSPECTION AND ACCEPTANCE TERMS

Supplies/services will be inspected/accepted at:

CLIN	INSPECT AT	INSPECT BY	ACCEPT AT	ACCEPT BY
2001	Destination	Government	Destination	Government

DELIVERY INFORMATION

CLIN	DELIVERY DATE	QUANTITY	SHIP TO ADDRESS	DODAAC
------	---------------	----------	-----------------	--------

2001 POP 18-MAR-2017 TO N/A
17-MAR-2018

JOINT ADVERT, MKT RES, STUDIES HQ0584

(JAMRS)

(b)(6)

1919 SOUTH EADS STREET SUITE 100
ARLINGTON VA 22202

(b)(6)

FOB: Destination

ADMINISTRATIVE INFORMATION

Contract Specialist:

(b)(6)

(b)(6)

Performance Work Statement JAMRS FY17 DoD Market Segmentation

1.0 INTRODUCTION

The Joint Advertising, Market Research and Studies (JAMRS) program requires a market segmentation system that divides the total US market into smaller, more meaningful submarkets to assist recruiting efforts. Furthermore, Department of Defense (DoD) and the Services require analyses that provide military-relevant intelligence on segments of the market to better locate and reach high-potential or core segments of the market.

2.0 BACKGROUND

JAMRS is an official DoD program for joint marketing communications and market research and studies. Its mission is to measure and help broaden people's understanding of military service as a career option, and its programs help bolster the effectiveness of all the Services' recruiting and retention efforts. JAMRS' primary research objective is to understand and provide key metrics regarding the recruiting market. This essential information allows the Services to forecast and react to recruiting market shifts, allocate recruiting resources efficiently and conduct informed advertising planning. One specific need of the Services' recruiting commands and DoD leadership is for market segmentation data and analyses. Market segmentation provides insight on which submarkets are joining the Military at high rates, what these submarkets are like, where to find more of them and how to better reach them. Furthermore, this information is used by the Services' recruiting commands to better understand localized recruiting markets by identifying the segments that are predominant in local markets and military-relevant information to better reach the predominant segments.

3.0 SCOPE

The Contractor shall provide all personnel, equipment, materials and other items necessary to perform Market Segmentation and market data services.

4.0 REQUIREMENTS

The Contractor shall:

4.1 Attend a kickoff meeting with JAMRS personnel in person or via teleconference. The purpose of the kickoff meeting is to clarify JAMRS' objectives and to discuss how the Contractor will address those objectives. The Contractor shall provide JAMRS a written summary of the kick-off meeting discussion along with a plan for research.

4.2 Provide JAMRS and POCs from the Services' recruiting commands access to a segmentation system. The segmentation system shall be based on data (e.g., demographics) that link the segments to geographic areas. The Contractor shall provide at least 10 licenses/copies of a segmentation analysis tool, 3 copies of coding software, a data directory, and access to a demographic database that includes segment specific information.

4.3 Append segment codes based on existing code definitions and use the most recent military accession data sets.

4.4 Perform an analysis of Accession data at the National level. Key segmentation trends will be examined for the Joint Services and each specific Service using the past three years of data to provide insight into the recruiting market.

4.5 Produce 12 case studies that take an in-depth look at the recruiting picture of large metropolitan areas across the United States. This analysis shall evaluate segmentation trends for the market, recruiting hot-spots (based on segmentation data), media and lifestyle characteristics of key segment households, as well as the economic, health, political, and socio-demographic make-up of the area. This level of analysis shall be more detailed than that of the National Overview.

4.6 Provide an analysis of joint and Service-specific core segment media habits and outlets with the highest potential of generating leads and recruits. This analysis shall be based on previous FY accession performance and shall provide results and recommendations for print, television, radio, and web detailed in an executive note.

4.7 Supplement existing segmentation characteristics with Military-specific information on segments based upon JAMRS research (e.g., Ad Tracking, Youth Polls) in a Marketing Guide. The Marketing Guide shall provide military-related information about the attitudes and interests of youth and influencers within each segment, which shall ultimately allow DoD users to communicate more effectively with these groups. The Marketing Guide shall be available in electronic form as well as 30 printed booklets or binders to distribute to recruiting command stakeholders. A technical report detailing the methodology used to integrate the various JAMRS research sources shall be included with the Marketing Guide.

4.8 Provide JAMRS with ad-hoc segmentation and accession file related analyses and consultation to assist in responses to up to 20 OSD and individual Service requests throughout the year. These ad-hoc request may involve specific segmentation classification system related request or general requests related to analyzing JAMRS and accession data across different geographic levels of interest. Ad-hoc requests may vary in scope and format, but are likely to be a combination of short sets of briefing slides and excel tabulations with an accompanying written description of resultstion.

4.9 Provide Monthly Status reports, which includes the status of relevant issues associated with each tasking and a description of the remaining work to be done on the task.

5.0 DELIVERABLES

Deliverable	Ref.	Delivery Date (on or about)
-------------	------	-----------------------------

Deliverable	Ref.	Delivery Date (on or about)
Kick-off meeting	Para 4.1	Within 1 week of award
Written summary of Kick-off meeting	Para 4.1	2 weeks following kick-off mtg
Segmentation System	Para 4.2	Deliverable schedule set during kick-off meeting
Coded Applicant and Accession Data	Para 4.3	15 April 2017
National Overview	Para 4.4	17 March 2018
Case Studies	Para 4.5	Throughout PoP (12 case studies in total)
Media Guide	Para 4.6	17 March 2018
Marketing Guide	Para 4.7	17 March 2018
Segmentation Ad-hoc requests	Para 4.8	Throughout PoP
Monthly Status Report	Para 4.9	Monthly during PoP

CLAUSES INCORPORATED BY FULL TEXT

252.232-7006 WIDE AREA WORKFLOW PAYMENT INSTRUCTIONS (MAY 2013)

(a) Definitions. As used in this clause--

Department of Defense Activity Address Code (DoDAAC) is a six position code that uniquely identifies a unit, activity, or organization.

Document type means the type of payment request or receiving report available for creation in Wide Area WorkFlow (WAWF).

Local processing office (LPO) is the office responsible for payment certification when payment certification is done external to the entitlement system.

(b) Electronic invoicing. The WAWF system is the method to electronically process vendor payment requests and receiving reports, as authorized by DFARS 252.232-7003, Electronic Submission of Payment Requests and Receiving Reports.

(c) WAWF access. To access WAWF, the Contractor shall--

(1) Have a designated electronic business point of contact in the System for Award Management at <https://www.acquisition.gov>; and

(2) Be registered to use WAWF at <https://wawf.eb.mil/> following the step-by-step procedures for self-registration available at this Web site.

(d) WAWF training. The Contractor should follow the training instructions of the WAWF Web-Based Training Course and use the Practice Training Site before submitting payment requests through

WAWF. Both can be accessed by selecting the "Web Based Training" link on the WAWF home page at <https://wawf.eb.mil/>.

(e) WAWF methods of document submission. Document submissions may be via Web entry, Electronic Data Interchange, or File Transfer Protocol.

(f) WAWF payment instructions. The Contractor must use the following information when submitting payment requests and receiving reports in WAWF for this contract/order:

(1) Document type. The Contractor shall use the following document type(s).

Invoice 2 n 1

(2) Inspection/acceptance location. The Contractor shall select the following inspection/acceptance location(s) in WAWF, as specified by the contracting officer.

Inspection: Destination
Acceptance: Destination

(3) Document routing. The Contractor shall use the information in the Routing Data Table below only to fill in applicable fields in WAWF when creating payment requests and receiving reports in the system.

Routing Data Table*

Field Name in WAWF	Data to be entered in WAWF
Pay Official DoDAAC	HQ0790
Issue By DoDAAC	H98210
Admin DoDAAC	H98210
Inspect By DoDAAC	HQ0140
Ship To Code	_____
Ship From Code	_____
Mark For Code	_____
Service Approver (DoDAAC)	HQ0140
Service Acceptor (DoDAAC)	HQ0140
Accept at Other DoDAAC	_____
LPO DoDAAC	_____
DCAA Auditor DoDAAC	_____
Other DoDAAC(s)	_____

(4) Payment request and supporting documentation. The Contractor shall ensure a payment request includes appropriate contract line item and subline item descriptions of the work performed or supplies delivered, unit price/cost per unit, fee (if applicable), and all relevant back-up documentation, as defined in DFARS Appendix F, (e.g. timesheets) in support of each payment request.

(5) WAWF email notifications. The Contractor shall enter the email address identified below in the "Send Additional Email Notifications" field of WAWF once a document is submitted in the system.

Contract Specialist:

(b)(6)

COR:

(g) WAWF point of contact. (1) The Contractor may obtain clarification regarding invoicing in WAWF from the following contracting activity's WAWF point of contact.

WAWF POC:

(b)(6)

(2) For technical WAWF help, contact the WAWF helpdesk at 866-618-5988.

(End of clause)

AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT			1. CONTRACT ID CODE	PAGE OF PAGES	
			J	1	2
2. AMENDMENT/MODIFICATION NO. 01	3. EFFECTIVE DATE 13-Sep-2017	4. REQUISITION/PURCHASE REQ. NO. H9821071649		5. PROJECT NO.(If applicable)	
6. ISSUED BY DEFENSE HUMAN RESOURCES ACTIVITY 4800 MARK CENTER DRIVE, (b)(6) ALEXANDRIA VA 22350-4000		CODE H98210	7. ADMINISTERED BY (If other than item 6) See Item 6		
8. NAME AND ADDRESS OF CONTRACTOR (No., Street, County, State and Zip Code) FORS MARSH GROUP LLC (b)(6) 1010 N. GLEBE RD, STE 510 ARLINGTON VA 22201-5761			9A. AMENDMENT OF SOLICITATION NO.		
			9B. DATED (SEE ITEM 11)		
			X	10A. MOD. OF CONTRACT/ORDER NO. H98210-15-D-0001-0024	
			X	10B. DATED (SEE ITEM 13) 01-Apr-2017	
CODE 360C2	FACILITY CODE				
11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS					
<input type="checkbox"/> The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of offer <input type="checkbox"/> is extended. <input type="checkbox"/> is not extended.					
<p>Offer must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or as amended by one of the following methods:</p> <p>(a) By completing Items 8 and 15, and returning _____ copies of the amendment; (b) By acknowledging receipt of this amendment on each copy of the offer submitted; or (c) By separate letter or telegram which includes a reference to the solicitation and amendment numbers. FAILURE OF YOUR ACKNOWLEDGMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER. If by virtue of this amendment you desire to change an offer already submitted, such change may be made by telegram or letter, provided each telegram or letter makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.</p>					
12. ACCOUNTING AND APPROPRIATION DATA (If required) See Schedule					
13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACTS/ORDERS. IT MODIFIES THE CONTRACT/ORDER NO. AS DESCRIBED IN ITEM 14.					
A. THIS CHANGE ORDER IS ISSUED PURSUANT TO: (Specify authority) THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDER NO. IN ITEM 10A.					
B. THE ABOVE NUMBERED CONTRACT/ORDER IS MODIFIED TO REFLECT THE ADMINISTRATIVE CHANGES (such as changes in paying office, appropriation date, etc.) SET FORTH IN ITEM 14, PURSUANT TO THE AUTHORITY OF FAR 43.103(B).					
C. THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO PURSUANT TO AUTHORITY OF:					
X D. OTHER (Specify type of modification and authority) FAR 52.212-4 (c) Changes					
E. IMPORTANT: Contractor <input type="checkbox"/> is not, <input checked="" type="checkbox"/> is required to sign this document and return <u>1</u> copies to the issuing office.					
14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by UCF section headings, including solicitation/contract subject matter where feasible.) Modification Control Number: (b)(4):(b)(6) 10 The purpose of this modification is to De-Obligate funding in the amount of \$2,464.50 from CLIN 2002 (Travel and Related Expenses). See Summary of Changes					
Except as provided herein, all terms and conditions of the document referenced in Item 9A or 10A, as heretofore changed, remains unchanged and in full force and effect.					
15A. NAME AND TITLE OF SIGNER (Type or print)			16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print)		
			(b)(6) CONTRACTING OFFICER		
			TEL: (b)(6)		EMAIL: (b)(6)
15B. CONTRACTOR/OFFEROR	15C. DATE SIGNED	16B. UNITED STATES OF AMERICA		16C. DATE SIGNED	
(Signature of person authorized to sign)		BY (b)(6)		13-Sep-2017	
		(Signature of Contracting Officer)			

SECTION SF 30 BLOCK 14 CONTINUATION PAGE

SUMMARY OF CHANGES

SECTION SF 1449 - CONTINUATION SHEET

SOLICITATION/CONTRACT FORM

The total cost of this contract was decreased by \$2,464.50 from \$389,972.90 to \$387,508.40.

SUPPLIES OR SERVICES AND PRICES

CLIN 2002

The total cost of this line item has decreased by \$2,464.50 from \$2,464.50 to \$0.00.

ACCOUNTING AND APPROPRIATION

Summary for the Payment Office

As a result of this modification, the total funded amount for this document was decreased by \$2,464.50 from \$389,972.90 to \$387,508.40.

CLIN 2002:

AA: 012147 097 0100 000 N 20172017 D 7300 FY17_OPA_JAMRS Research OPA
251 (CIN H98210716490002) was decreased by \$2,464.50 from \$2,464.50 to \$0.00

(End of Summary of Changes)

2. CONTRACT NO. H98210-15-D-0001 3. AWARD/EFFECTIVE DATE 29-Apr-2017 4. ORDER NUMBER H9821017F0036 5. SOLICITATION NUMBER 6. SOLICITATION ISSUE DATE

7. FOR SOLICITATION INFORMATION CALL: a. NAME b. TELEPHONE NUMBER (No Collect Calls) 8. OFFER DUE DATE/LOCAL TIME

9. ISSUED BY CODE H98210
 DEFENSE HUMAN RESOURCES ACTIVITY
 4800 MARK CENTER DRIVE,
 (b)(6)
 ALEXANDRIA VA 22350-4000
 TEL:
 FAX:

10. THIS ACQUISITION IS UNRESTRICTED OR SET ASIDE: 100% FOR:
 SMALL BUSINESS WOMEN-OWNED SMALL BUSINESS (WOSB) ELIGIBLE UNDER THE WOMEN-OWNED SMALL BUSINESS PROGRAM
 HUBZONE SMALL BUSINESS EDWOSB NAICS: 541910
 SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS 8(A) SIZE STANDARD: \$14,000,000

11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED SEE SCHEDULE
 12. DISCOUNT TERMS Net 30
 13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700)
 13b. RATING
 14. METHOD OF SOLICITATION RFO IFB RFP

15. DELIVER TO CODE SEE SCHEDULE
 16. ADMINISTERED BY CODE SEE ITEM 9

17a. CONTRACTOR/OFFEROR CODE 360C2 FACILITY CODE 360C2
 FORS MARSH GROUP (b)(6)
 1010 N. GLEBE RD, STE 510
 ARLINGTON VA 22201-5761
 TELEPHONE NO. (b)(6)

18a. PAYMENT WILL BE MADE BY CODE HQ0790
 DFAS COLUMBUS CENTER
 DAVIDHRA - ACCOUNTS PAYABLE DIRECTORATE
 PO BOX 183140
 COLUMBUS OH 43218-3140

17b. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER
 18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a. UNLESS BLOCK BELOW IS CHECKED SEE ADDENDUM

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
SEE SCHEDULE					

25. ACCOUNTING AND APPROPRIATION DATA See Schedule
 26. TOTAL AWARD AMOUNT (For Govt. Use Only) \$1,543,859.02

27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1, 52.212-4, FAR 52.212-3, 52.212-5 ARE ATTACHED. ADDENDA ARE ARE NOT ATTACHED
 27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4, FAR 52.212-5 IS ATTACHED. ADDENDA ARE ARE NOT ATTACHED

28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN 0 COPIES TO ISSUING OFFICE. CONTRACTOR AGREES TO FURNISH AND DELIVER ALL ITEMS SET FORTH OR OTHERWISE IDENTIFIED ABOVE AND ON ANY ADDITIONAL SHEETS SUBJECT TO THE TERMS AND CONDITIONS SPECIFIED.
 29. AWARD OF CONTRACT: REF. Proposal dated April 06, 2017 OFFER DATED . YOUR OFFER ON SOLICITATION (BLOCK 5), INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN, IS ACCEPTED AS TO ITEMS: SEE SCHEDULE

30a. SIGNATURE OF OFFEROR/CONTRACTOR 31a. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER)
 (b)(6)

30b. NAME AND TITLE OF SIGNER (TYPE OR PRINT) 30c. DATE SIGNED 31b. NAME OF CONTRACTING OFFICER (TYPE OR PRINT) 31c. DATE SIGNED
 (b)(6) Contract Specialist (b)(6) 20-Apr-2017
 (b)(6)

**SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS
(CONTINUED)**

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
SEE SCHEDULE					

32a. QUANTITY IN COLUMN 21 HAS BEEN
 RECEIVED INSPECTED ACCEPTED, AND CONFORMS TO THE CONTRACT, EXCEPT AS NOTED: _____

32b. SIGNATURE OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32c. DATE	32d. PRINTED NAME AND TITLE OF AUTHORIZED GOVERNMENT REPRESENTATIVE
--	-----------	---

32e. MAILING ADDRESS OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32f. TELEPHONE NUMBER OF AUTHORIZED GOVERNMENT REPRESENTATIVE
	32g. E-MAIL OF AUTHORIZED GOVERNMENT REPRESENTATIVE

33. SHIP NUMBER <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	34. VOUCHER NUMBER	35. AMOUNT VERIFIED CORRECT FOR	36. PAYMENT <input type="checkbox"/> COMPLETE <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	37. CHECK NUMBER
--	--------------------	---------------------------------	--	------------------

38. S/R ACCOUNT NUMBER	39. S/R VOUCHER NUMBER	40. PAID BY
------------------------	------------------------	-------------

41a. I CERTIFY THIS ACCOUNT IS CORRECT AND PROPER FOR PAYMENT 41b. SIGNATURE AND TITLE OF CERTIFYING OFFICER	41c. DATE	42a. RECEIVED BY <i>(Print)</i>	
		42b. RECEIVED AT <i>(Location)</i>	
		42c. DATE REC'D <i>(YY/MM/DD)</i>	42d. TOTAL CONTAINERS

Section SF 1449 - CONTINUATION SHEET

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
2001		1,535,893.42	Each	\$1.00	\$1,535,893.42
EXERCISED OPTION	Survey Services and Market Research FFP FOB: Destination PURCHASE REQUEST NUMBER: H9821071778				

NET AMT \$1,535,893.42

ACRN AA \$1,535,893.42
CIN: H98210717780001

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
2002		4	Unitless	\$1,991.40	\$7,965.60 NTE
EXERCISED OPTION	Travel COST Not To Exceed FOB: Destination PURCHASE REQUEST NUMBER: H9821071778				

ESTIMATED COST \$7,965.60
\$7,965.60

ACCOUNTING AND APPROPRIATION DATA

AA: 012147 097 0100 000 N 20172017 D 7300 FY17_OPA_JAMRS Research OPA 251
AMOUNT: \$1,543,859.02

ACRN	CLIN/SLIN	CIN	AMOUNT
AA	2001	H98210717780001	\$1,535,893.42
	2002	H98210717780002	\$7,965.60

DELIVERY INFORMATION

CLIN	DELIVERY DATE	QUANTITY	SHIP TO ADDRESS	DODAAC / CAGE
2001	POP 29-APR-2017 TO 28-APR-2018	N/A	JOINT ADVERT, MKT RES, STUDIES (JAMRS) (b)(6) 1919 SOUTH EADS STREET SUITE 100 ARLINGTON VA 22202 (b)(6) FOB: Destination	HQ0584
2002	POP 29-APR-2017 TO 28-APR-2018	N/A	JOINT ADVERT, MKT RES, STUDIES (JAMRS) (b)(6) 4800 MARK CENTER DRIVE, STE 06J25 ALEXANDRIA VA (b)(6) FOB: Destination	HQ0584

INSPECTION AND ACCEPTANCE TERMS

Supplies/services will be inspected/accepted at:

CLIN	INSPECT AT	INSPECT BY	ACCEPT AT	ACCEPT BY
2001	Destination	Government	Destination	Government
2002	Destination	Government	Destination	Government

ADMINISTRATIVE INFORMATION

Contract Specialist:

(b)(6)

(b)(6)

Performance Work Statement 2017 JAMRS Market Research Onsite Services

1.0 INTRODUCTION

The Joint Advertising, Market Research and Studies (JAMRS) program requires contractor services to perform knowledge based Survey Services as well as Market Research and Analysis. Specifically, the 2017 JAMRS Market Research Onsite Services delivery order shall obtain the services of a contractor for performing analyses, developing and presenting briefings and writing summaries of findings from JAMRS market research efforts pertaining to ad hoc questions of interest to JAMRS, OSD P&R, and the Services, providing experience-based recommendations and research direction as requested on studies being conducted by, or on the behalf of, the JAMRS program, providing periodic assessments of the State of the Recruit Market, assessing customer/stakeholder satisfaction with JAMRS' market research, writing executive notes on topics of interest to military recruiting communities, and assisting with the online dissemination of JAMRS' research.

2.0 BACKGROUND

JAMRS is an official DoD program for joint marketing communications and market research and studies. Its mission is to measure and help broaden people's understanding of military service as a career option, and its programs help bolster the effectiveness of all the Services' recruiting and retention efforts. One of JAMRS' core functions is to serve as a source of expertise on market research and the recruiting market for recruiting professionals across all branches of the Military and agencies of the Department of Defense. In order to accomplish this function, JAMRS has maintained an expert onsite staff that the Department relies on as an internal consulting resource.

Onsite contractor staff at JAMRS are responsible for execution of a broad spectrum of marketing and recruiting research. Accordingly, onsite contractor staff must be able to perform complex analyses on data, provide recommendations on communication strategies, write reports, discuss the advantages and disadvantages on sampling and weighting methodologies, and deliver all of this information to its constituents via reports and in-person presentations.

3.0 SCOPE

The Contractor shall provide all personnel, equipment, materials and other items necessary to perform market research and survey services with regards to Market Research Onsite Services as defined in this Performance Work Statement.

4.0 REQUIREMENTS *The Contractor shall:*

- 4.1 Meet with JAMRS representatives at their home office in Arlington, Va. The purpose of the kickoff meeting is to clarify JAMRS' objectives and to discuss how the Contractor will address those objectives. The Contractor shall provide JAMRS a written summary of the kick-off meeting discussion.
- 4.2 Conduct trend analysis of quantitative private sector, government, and other quantitative data to obtain comparable estimates across demographic and other categories based on ad hoc requests from the Government.
 - 4.2.1 Provide economic forecast information at multiple levels of geography to assist environmental assessments and operational recruiting efforts.
- 4.3 Provide recommendations to assist the JAMRS program's advertising agency in the development, modification and implementation of the Department's communication plan.
 - 4.3.1 Provide recommendations regarding modifications to the Department's marketing plan and materials in response to relevant changes in the environment.
- 4.4 Provide guidance and analytical assistance as requested on other studies being conducted by, or on the behalf of, the JAMRS program. Potential application includes providing basic descriptive statistics of the Recruiter High School Access Poll and assistance in evaluating and visually depicting geographical differences from this data.
 - 4.4.1 Assess the usefulness of previous market research results and external research efforts, and make recommendations for improvement.

- 4.4.2 Retain information on research conducted by and for JAMRS and ensure parallel question format across research instruments.
- 4.4.3 Provide recommendations on the Department's efforts to improve understanding of recruiting and other military manpower issues.
- 4.4.4 Participate in Department, staff, academic and professional organization briefings and other meetings as requested.
- 4.4.5 Provide technical reviews and editing of reports, presentations, and other documents as requested by the Government.
- 4.4.6 Provide continuing assessment of the validity and appropriateness of current methodology for all market research functions.
- 4.4.7 Develop research hypotheses, statistical models, and reporting standards.
- 4.5 Create and deliver briefings, as directed, of JAMRS research tailored to specific audiences including the JAMRS advertising agency, Department of Defense or other Government researchers, academic and/or professional organizations. Past examples include presentations prepared for the annual Joint Marketing conferences, Joint Service Market Research Working Groups, Army Research Consortiums, Joint Best Practices meetings, and other briefings as requested by DoD senior officials and organizations. Briefing materials shall be provided to JAMRS as Microsoft PowerPoint slides or some other mutually agreeable format prior to giving each presentation.
- 4.6 Conduct trend analysis using JAMRS data, other government data, quantitative private sector, and other quantitative data to provide an assessment of the State of the Recruit Market. The Contractor shall create and deliver a State of the Recruit Market brief twice a year.
- 4.6.1 Provide ad hoc data analyses regarding the State of the Recruit Market as requested by the Government.
- 4.7 Provide the following assistance with performing updates to the dmren.org site:
- 4.7.1 Maintain the dmren.org website by providing additional content for periodic updates and additions to the site:
- 4.7.2. Write technically accurate copy appropriate for a largely non-technical audience for periodic market research updates created for the dmren.org website.
- 4.7.3. Write technically accurate copy appropriate for a largely non-technical audience describing new market research products posted to the site.
- 4.8 Produce and deliver approximately four Executive Notes (i.e., short white papers) during the period of performance. The Executive Notes shall provide relevant, salient, and readable information as well as attractive graphics and be written for key Government constituents. Executive Notes shall describe important trends or findings that benefit DoD personnel involved in recruiting. The contractor is responsible for creating a planned list of Executive Notes for the calendar year to be approved by the Government.
- 4.9 Conduct an assessment of the JAMRS program and deliverables with input from points of contact at each of the Military Service Recruiting Commands and DoD. The evaluation will determine if the program is meeting their needs as well as identify areas for improvement. The evaluation should include tracking metrics as well as address any issues of interest to the program. Findings from the Evaluation shall be documented in a briefing deck and presented to the JAMRS staff.
- 4.10 Provide the COR with a monthly report of actions completed during the previous month and actions pending for the next month. The Contractor shall also identify any unresolved issues and actions taken to resolve these issues to the Government.

5.0 DELIVERABLES

Deliverable	Ref.	Delivery Date (on or about)
Kick-off meeting	Para 4.1	Within 1 week of award
Written summary of Kick-off meeting	Para 4.1	2 weeks following kick-off mtg
Onsite Ad Hoc Analyses	Para 4.2	Throughout the Period of Performance
Economic Forecast Data	Para 4.2.1	30 September 2017
Marketing Outreach Consultation	Para 4.3	Throughout the Period of Performance

Deliverable	Ref.	Delivery Date (on or about)
Research Effort Consultation	Para 4.4	Throughout the Period of Performance
Briefing Creation	Para 4.5	Throughout the Period of Performance
State of the Recruit Market Assessment	Para 4.6	Conducted twice a year during the Period of Performance
DMREN Support	Para 4.7	Throughout the Period of Performance
Executive Notes	Para 4.8	Every 4 months throughout the Period of Performance
Annual Evaluation of JAMRS Market Research Program	Para 4.9	25 August 2017
Monthly Status Report	Para 4.10	Monthly during Period of Performance

6.0 GOVERNMENT FURNISHED PROPERTY, EQUIPMENT AND SERVICES

6.1 General. The Government will provide all Government site equipment associated with this delivery including, but not limited to, office space and furnishings, computers, phone lines, and office supplies.

6.2 Data. The Government will provide data to be analyzed in this task order for ad hoc requests.

7.0 TRAVEL

7.1 The Contractor shall be required to travel to various CONUS locations during the performance of this task order to attend meetings and conferences and present briefings based on ad hoc requests.

Estimated travel is as follows:

- Two (2) two-day round-trips of one (1) contractor personnel from Arlington, VA to Louisville, KY.
- Two (2) two -day round-trips of one (1) contractor personnel from Arlington, VA to Memphis, TN.
- Two (2) two -day round-trips of one (1) contractor personnel from Arlington, VA to San Antonio, TX.
- One (1) three-day round-trips of three (3) contractor personnel from Arlington, VA to Orlando, FL.

CLAUSES INCORPORATED BY FULL TEXT

252.232-7006 WIDE AREA WORKFLOW PAYMENT INSTRUCTIONS (MAY 2013)

(a) Definitions. As used in this clause--

Department of Defense Activity Address Code (DoDAAC) is a six position code that uniquely identifies a unit, activity, or organization.

Document type means the type of payment request or receiving report available for creation in Wide Area WorkFlow (WAWF).

Local processing office (LPO) is the office responsible for payment certification when payment certification is done external to the entitlement system.

(b) Electronic invoicing. The WAWF system is the method to electronically process vendor payment requests and receiving reports, as authorized by DFARS 252.232-7003, Electronic Submission of Payment Requests and Receiving Reports.

(c) WAWF access. To access WAWF, the Contractor shall--

(1) Have a designated electronic business point of contact in the System for Award Management at <https://www.acquisition.gov>; and

(2) Be registered to use WAWF at <https://wawf.eb.mil/> following the step-by-step procedures for self-registration available at this Web site.

(d) WAWF training. The Contractor should follow the training instructions of the WAWF Web-Based Training Course and use the Practice Training Site before submitting payment requests through WAWF. Both can be accessed by selecting the "Web Based Training" link on the WAWF home page at <https://wawf.eb.mil/>.

(e) WAWF methods of document submission. Document submissions may be via Web entry, Electronic Data Interchange, or File Transfer Protocol.

(f) WAWF payment instructions. The Contractor must use the following information when submitting payment requests and receiving reports in WAWF for this contract/order:

(1) Document type. The Contractor shall use the following document type(s).

Invoice 2 n 1

(2) Inspection/acceptance location. The Contractor shall select the following inspection/acceptance location(s) in WAWF, as specified by the contracting officer.

Inspection:	Destination
Acceptance:	Destination

(3) Document routing. The Contractor shall use the information in the Routing Data Table below only to fill in applicable fields in WAWF when creating payment requests and receiving reports in the system.

Routing Data Table*

Field Name in WAWF	Data to be entered in WAWF
Pay Official DoDAAC	HQ0790
Issue By DoDAAC	H98210
Admin DoDAAC	H98210

Inspect By DoDAAC	HQ0140
Ship To Code	_____
Ship From Code	_____
Mark For Code	_____
Service Approver (DoDAAC)	HQ0140
Service Acceptor (DoDAAC)	HQ0140
Accept at Other DoDAAC	_____
LPO DoDAAC	_____
DCAA Auditor DoDAAC	_____
Other DoDAAC(s)	_____

(4) Payment request and supporting documentation. The Contractor shall ensure a payment request includes appropriate contract line item and subline item descriptions of the work performed or supplies delivered, unit price/cost per unit, fee (if applicable), and all relevant back-up documentation, as defined in DFARS Appendix F, (e.g. timesheets) in support of each payment request.

(5) WAWF email notifications. The Contractor shall enter the email address identified below in the "Send Additional Email Notifications" field of WAWF once a document is submitted in the system.

Contract Specialist:
COR:

(b)(6)

(g) WAWF point of contact. (1) The Contractor may obtain clarification regarding invoicing in WAWF from the following contracting activity's WAWF point of contact.

WAWF POC:

(b)(6)

(2) For technical WAWF help, contact the WAWF helpdesk at 866-618-5988.

(End of clause)

SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS
OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, AND 30

1. REQUISITION NUMBER
H9821072305-0001

PAGE 1 OF 7

2. CONTRACT NO. **H98210-15-D-0001** 3. AWARD/EFFECTIVE DATE **25-Jun-2017** 4. ORDER NUMBER **H9821017F0084** 5. SOLICITATION NUMBER 6. SOLICITATION ISSUE DATE

7. FOR SOLICITATION INFORMATION CALL: a. NAME b. TELEPHONE NUMBER (No Collect Calls) 8. OFFER DUE DATE/LOCAL TIME

9. ISSUED BY CODE **H98210**
DEFENSE HUMAN RESOURCES ACTIVITY
4800 MARK CENTER DRIVE,
(b)(6)
ALEXANDRIA VA 22350-4000
TEL:
FAX:

10. THIS ACQUISITION IS UNRESTRICTED OR SET ASIDE: 100% FOR:
 SMALL BUSINESS WOMEN-OWNED SMALL BUSINESS (WOSB) ELIGIBLE UNDER THE WOMEN-OWNED SMALL BUSINESS PROGRAM
 HUBZONE SMALL BUSINESS EDWOSB NAICS: **541910**
 SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS 8(A) SIZE STANDARD: **\$14,000,000**

11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED SEE SCHEDULE
12. DISCOUNT TERMS **Net 30**
13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700)
13b. RATING
14. METHOD OF SOLICITATION RFQ IFB RFP

15. DELIVER TO CODE **HQ0584**
JOINT ADVERT. MKT RES. STUDIES (JAMRS)
(b)(6)
1919 SOUTH EADS STREET SUITE 100
ARLINGTON VA 22202

16. ADMINISTERED BY CODE
SEE ITEM 9

17a. CONTRACTOR/OFFEROR CODE **360C2** FACILITY CODE
FOR'S MARSH GROUP LLC
(b)(6)
1010 N. GLEBE RD, STE 510
ARLINGTON VA 22201-5761
TELEPHONE NO. (b)(6)

18a. PAYMENT WILL BE MADE BY CODE **HQ0790**
DFAS COLUMBUS CENTER
DA/DHRA - ACCOUNTS PAYABLE DIRECTORATE
PO BOX 183140
COLUMBUS OH 43218-3140

17b. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER
18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a. UNLESS BLOCK BELOW IS CHECKED SEE ADDENDUM

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
SEE SCHEDULE					

25. ACCOUNTING AND APPROPRIATION DATA
See Schedule

26. TOTAL AWARD AMOUNT (For Govt. Use Only)
\$180,403.04

27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1, 52.212-4, FAR 52.212-3, 52.212-5 ARE ATTACHED. ADDENDA ARE ARE NOT ATTACHED
 27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4, FAR 52.212-5 IS ATTACHED. ADDENDA ARE ARE NOT ATTACHED

28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN 0 COPIES TO ISSUING OFFICE. CONTRACTOR AGREES TO FURNISH AND DELIVER ALL ITEMS SET FORTH OR OTHERWISE IDENTIFIED ABOVE AND ON ANY ADDITIONAL SHEETS SUBJECT TO THE TERMS AND CONDITIONS SPECIFIED.

29. AWARD OF CONTRACT; REF. Proposal Dated 6 June 2017
OFFER DATED . YOUR OFFER ON SOLICITATION (BLOCK 5), INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN, IS ACCEPTED AS TO ITEMS: SEE SCHEDULE

30a. SIGNATURE OF OFFEROR/CONTRACTOR

31a. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER)
(b)(6)

30b. NAME AND TITLE OF SIGNER (TYPE OR PRINT)
30c. DATE SIGNED
31b. NAME OF CONTRACTING OFFICER (TYPE OR PRINT)
(b)(6) CONTRACTING OFFICER
TEL: (b)(6)
EMAIL: (b)(6)
31c. DATE SIGNED
21-Jun-2017

**SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS
(CONTINUED)**

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
SEE SCHEDULE					

32a. QUANTITY IN COLUMN 21 HAS BEEN
 RECEIVED INSPECTED ACCEPTED, AND CONFORMS TO THE CONTRACT, EXCEPT AS NOTED: _____

32b. SIGNATURE OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32c. DATE	32d. PRINTED NAME AND TITLE OF AUTHORIZED GOVERNMENT REPRESENTATIVE
--	-----------	---

32e. MAILING ADDRESS OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32f. TELEPHONE NUMBER OF AUTHORIZED GOVERNMENT REPRESENTATIVE
	32g. E-MAIL OF AUTHORIZED GOVERNMENT REPRESENTATIVE

33. SHIP NUMBER <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	34. VOUCHER NUMBER	35. AMOUNT VERIFIED CORRECT FOR	36. PAYMENT <input type="checkbox"/> COMPLETE <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	37. CHECK NUMBER
--	--------------------	---------------------------------	--	------------------

38. S/R ACCOUNT NUMBER	39. S/R VOUCHER NUMBER	40. PAID BY
------------------------	------------------------	-------------

41a. I CERTIFY THIS ACCOUNT IS CORRECT AND PROPER FOR PAYMENT	42a. RECEIVED BY (<i>Print</i>)		
41b. SIGNATURE AND TITLE OF CERTIFYING OFFICER	41c. DATE	42b. RECEIVED AT (<i>Location</i>)	
		42c. DATE REC'D (<i>YY/MM/DD</i>)	42d. TOTAL CONTAINERS

Section SF 1449 - CONTINUATION SHEET

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
2001	Survey Services and Market Research	180,403.04	Each	\$1.00	\$180,403.04
EXERCISED OPTION	FFP FY17 Public Opinion Current Event Tracking FOB: Destination PURCHASE REQUEST NUMBER: H9821072365-0001				
					NET AMT
					\$180,403.04
ACRN AA CIN: H98210723650001					\$180,403.04

INSPECTION AND ACCEPTANCE TERMS

Supplies/services will be inspected/accepted at:

CLIN	INSPECT AT	INSPECT BY	ACCEPT AT	ACCEPT BY
2001	Destination	Government	Destination	Government

DELIVERY INFORMATION

CLIN	DELIVERY DATE	QUANTITY	SHIP TO ADDRESS	DODAAC / CAGE
2001	POP 25-JUN-2017 TO 24-JUN-2018	N/A	JOINT ADVERT, MKT RES, STUDIES (JAMRS) (b)(6) 1919 SOUTH EADS STREET (b)(6) ARLINGTON VA 22202 (b)(6) FOB: Destination	HQ0584

ACCOUNTING AND APPROPRIATION DATA

AA: 012147 097 0100 000 N 20172017 D 7300 FY17_OPA_JAMRS Research OPA 251
AMOUNT: \$180,403.04

ACRN	CLIN/SLIN	CIN	AMOUNT
AA	2001	H98210723650001	\$180,403.04

ADMINISTRATIVE INFORMATION

Contract Specialist:

(b)(6)

(b)(6)

Performance Work Statement JAMRS FY17 Public Opinion Current Event Tracking

1.0 INTRODUCTION

The Joint Advertising, Market Research and Studies (JAMRS) program requires timely and frequent market research on how current events affect American adults' likelihood to recommend military service to youth and their perceptions of the US Military.

2.0 BACKGROUND

JAMRS is an official DoD program for joint marketing communications and market research and studies. Its mission is to measure and help broaden people's understanding of military service as a career option, and its programs help bolster the effectiveness of all the Services' recruiting and retention efforts. One of JAMRS' core functions is to perform market and recruiting studies in order to provide valuable resources to recruiting professionals across all branches of the Military and DoD agencies. Since September 2002, DoD has been tracking the attitudes and opinions of American adults on their likelihood to recommend the military as they relate to current events such as combat operations and potential shifts in military policy. The results are distributed to senior DoD officials/Service PoCs and provide a much-needed and immediate gauge of the possible effects of current events on DoD recruiting efforts.

3.0 SCOPE

The Contractor shall provide personnel, equipment, materials, and other items necessary to conduct market research for the FY17 Public Opinion Current Event Tracking.

4.0 REQUIREMENTS

The Contractor shall:

- 4.1 Meet with JAMRS representatives at their home office in Arlington, VA or via conference call. The purpose of the kickoff meeting is to clarify JAMRS' objectives and to discuss how the Contractor will address those objectives. The Contractor shall provide JAMRS a written summary of the kick-off meeting discussion.
- 4.2 Provide the capability to field questions at least once per month to a sample of 1,000 adults age 18 and up, allowing for approximately 120 questions throughout the year. The sample will consist of both landline telephone and cellular telephone numbers and be representative of the population of, at minimum, the contiguous United States. The survey questions will be developed with assistance from the Government.
- 4.3 Provide clean and weighted data in SPSS format for each of the DoD survey fieldings during the period of performance. Each SPSS file will contain all DoD questions (closed and open ended) asked during the fielding period, standard demographic variables, and respondent weights.
- 4.4 Provide PowerPoint summaries of the findings, as well as topline, cross-tabulations, trend-lines and/or other analysis as requested for the Government's proprietary questions after each fielding.
- 4.5 Provide the COR with a Monthly Status report including the status of relevant issues associated with each tasking and a description of the remaining work to be done on the task.

5.0 DELIVERABLES

Deliverable	Ref.	Delivery Date (on or about)
Kick-off meeting	Para 4.1	Within 2 weeks of award
Written summary of Kick-off meeting	Para 4.1	Within 2 weeks of kick-off mtg
Survey Questions	Para 4.2	Monthly during PoP
Weighted Dataset	Para 4.3	Monthly during PoP
Result briefings	Para 4.4	Monthly during PoP
Monthly Status Report	Para 4.5	Monthly during PoP

CLAUSES INCORPORATED BY FULL TEXT

252.232-7006 WIDE AREA WORKFLOW PAYMENT INSTRUCTIONS (MAY 2013)

(a) Definitions. As used in this clause--

Department of Defense Activity Address Code (DoDAAC) is a six position code that uniquely identifies a unit, activity, or organization.

Document type means the type of payment request or receiving report available for creation in Wide Area WorkFlow (WAWF).

Local processing office (LPO) is the office responsible for payment certification when payment certification is done external to the entitlement system.

(b) Electronic invoicing. The WAWF system is the method to electronically process vendor payment requests and receiving reports, as authorized by DFARS 252.232-7003, Electronic Submission of Payment Requests and Receiving Reports.

(c) WAWF access. To access WAWF, the Contractor shall--

(1) Have a designated electronic business point of contact in the System for Award Management at <https://www.acquisition.gov>; and

(2) Be registered to use WAWF at <https://wawf.eb.mil/> following the step-by-step procedures for self-registration available at this Web site.

(d) WAWF training. The Contractor should follow the training instructions of the WAWF Web-Based Training Course and use the Practice Training Site before submitting payment requests through WAWF. Both can be accessed by selecting the "Web Based Training" link on the WAWF home page at <https://wawf.eb.mil/>.

(e) WAWF methods of document submission. Document submissions may be via Web entry, Electronic Data Interchange, or File Transfer Protocol.

(f) WAWF payment instructions. The Contractor must use the following information when submitting payment requests and receiving reports in WAWF for this contract/order:

(1) Document type. The Contractor shall use the following document type(s).

Invoice 2 n 1

(2) Inspection/acceptance location. The Contractor shall select the following inspection/acceptance location(s) in WAWF, as specified by the contracting officer.

Inspection: Destination

Acceptance: Destination

(3) Document routing. The Contractor shall use the information in the Routing Data Table below only to fill in applicable fields in WAWF when creating payment requests and receiving reports in the system.

Routing Data Table*

Field Name in WAWF	Data to be entered in WAWF
Pay Official DoDAAC	HQ0790
Issue By DoDAAC	H98210
Admin DoDAAC	H98210
Inspect By DoDAAC	HQ0140
Ship To Code	_____
Ship From Code	_____
Mark For Code	_____
Service Approver (DoDAAC)	HQ0140
Service Acceptor (DoDAAC)	HQ0140
Accept at Other DoDAAC	_____
LPO DoDAAC	_____

DCAA Auditor DoDAAC _____
Other DoDAAC(s) _____

(4) Payment request and supporting documentation. The Contractor shall ensure a payment request includes appropriate contract line item and subline item descriptions of the work performed or supplies delivered, unit price/cost per unit, fee (if applicable), and all relevant back-up documentation, as defined in DFARS Appendix F, (e.g. timesheets) in support of each payment request.

(5) WAWF email notifications. The Contractor shall enter the email address identified below in the "Send Additional Email Notifications" field of WAWF once a document is submitted in the system.

Contract Specialist:
COR:

(b)(6)

(g) WAWF point of contact. (1) The Contractor may obtain clarification regarding invoicing in WAWF from the following contracting activity's WAWF point of contact.

WAWF POC:

(b)(6)

(2) For technical WAWF help, contact the WAWF helpdesk at 866-618-5988.

(End of clause)

SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS
 OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, AND 30

1. REQUISITION NUMBER
H9821072386

PAGE 1 OF 10

2. CONTRACT NO. H98210-15-D-0001	3. AWARD/EFFECTIVE DATE 30-Jun-2017	4. ORDER NUMBER H9821017F0086	5. SOLICITATION NUMBER	6. SOLICITATION ISSUE DATE
7. FOR SOLICITATION INFORMATION CALL:		a. NAME	b. TELEPHONE NUMBER (No Collect Calls)	8. OFFER DUE DATE/LOCAL TIME

9. ISSUED BY DEFENSE HUMAN RESOURCES ACTIVITY 4800 MARK CENTER DRIVE, (b)(6) ALEXANDRIA VA 22350-4000 TEL: FAX:	CODE H98210	10. THIS ACQUISITION IS <input checked="" type="checkbox"/> SMALL BUSINESS <input type="checkbox"/> HUBZONE SMALL BUSINESS <input type="checkbox"/> SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS	<input type="checkbox"/> UNRESTRICTED OR <input checked="" type="checkbox"/> SET ASIDE: 100% FOR: <input type="checkbox"/> WOMEN-OWNED SMALL BUSINESS (WOSB) ELIGIBLE UNDER THE WOMEN-OWNED SMALL BUSINESS PROGRAM <input type="checkbox"/> EDWOSB <input type="checkbox"/> 8(A)	NAICS: 541910 SIZE STANDARD: \$14,000,000
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11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED <input type="checkbox"/> SEE SCHEDULE	12. DISCOUNT TERMS Net 30	<input type="checkbox"/> 13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700)	13b. RATING	14. METHOD OF SOLICITATION <input type="checkbox"/> RFQ <input type="checkbox"/> IFB <input type="checkbox"/> RFP
--	------------------------------	--	-------------	--

15. DELIVER TO JOINT ADVERT. MKT RES. STUDIES (JAMRS) (b)(6) 1919 SOUTH EADS STREET SUITE 100 ARLINGTON VA 22202	CODE HQ0584	16. ADMINISTERED BY SEE ITEM 9	CODE
--	----------------	--	------

17a. CONTRACTOR/OFFEROR FORS MARSH GROUP LLC (b)(6) 1010 N. GLEBE RD, STE 510 ARLINGTON VA 22201-5761 TELEPHONE NO. (b)(6)	CODE 360C2	FACILITY CODE	18a. PAYMENT WILL BE MADE BY DFAS COLUMBUS CENTER DAVDHRA - ACCOUNTS PAYABLE DIRECTORATE PO BOX 183140 COLUMBUS OH 43218-3140	CODE HQ0790
---	---------------	---------------	---	----------------

<input type="checkbox"/> 17b. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER	<input checked="" type="checkbox"/> 18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a. UNLESS BLOCK BELOW IS CHECKED <input checked="" type="checkbox"/> SEE ADDENDUM
--	--

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
SEE SCHEDULE					

25. ACCOUNTING AND APPROPRIATION DATA See Schedule	26. TOTAL AWARD AMOUNT (For Govt. Use Only) \$1,072,413.00
--	--

<input type="checkbox"/> 27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1, 52.212-4, FAR 52.212-3, 52.212-5 ARE ATTACHED. ADDENDA <input type="checkbox"/> ARE <input type="checkbox"/> ARE NOT ATTACHED	<input type="checkbox"/> 27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4, FAR 52.212-5 IS ATTACHED. ADDENDA <input type="checkbox"/> ARE <input type="checkbox"/> ARE NOT ATTACHED
--	--

<input checked="" type="checkbox"/> 28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN 1 COPIES TO ISSUING OFFICE. CONTRACTOR AGREES TO FURNISH AND DELIVER ALL ITEMS SET FORTH OR OTHERWISE IDENTIFIED ABOVE AND ON ANY ADDITIONAL SHEETS SUBJECT TO THE TERMS AND CONDITIONS SPECIFIED. REF: Proposal Dated 22 June 2017	<input type="checkbox"/> 29. AWARD OF CONTRACT: REF. OFFER DATED . YOUR OFFER ON SOLICITATION (BLOCK 5), INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN, IS ACCEPTED AS TO ITEMS: SEE SCHEDULE
--	---

30a. SIGNATURE OF OFFEROR/CONTRACTOR (b)(6)	31a. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER) (b)(6)
30b. SIGNED (TYPE OR PRINT) (b)(6)	31b. NAME OF CONTRACTING OFFICER (TYPE OR PRINT) (b)(6) EMAIL:
06/30/2017	31c. DATE SIGNED 6/30/2017

SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS
OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, AND 30

1. REQUISITION NUMBER
H9821072366

PAGE 1 OF 10

2. CONTRACT NO.
H98210-15-D-0001

3. AWARD/EFFECTIVE DATE
30-Jun-2017

4. ORDER NUMBER
H9821017F0086

5. SOLICITATION NUMBER

6. SOLICITATION ISSUE DATE

7. FOR SOLICITATION INFORMATION CALL:

a. NAME

b. TELEPHONE NUMBER (No Collect Calls)

8. OFFER DUE DATE/LOCAL TIME

9. ISSUED BY
DEFENSE HUMAN RESOURCES ACTIVITY
4800 MARK CENTER DRIVE,
(b)(6)
ALEXANDRIA VA 22350-4000

CODE H98210

10. THIS ACQUISITION IS
 UNRESTRICTED OR SET ASIDE: 100 % FOR:
 SMALL BUSINESS
 WOMEN-OWNED SMALL BUSINESS (WOSB) ELIGIBLE UNDER THE WOMEN-OWNED SMALL BUSINESS PROGRAM
 HUBZONE SMALL BUSINESS
 EDWOSB
 SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS
 8(A)

NAICS: 541910
SIZE STANDARD: \$14,000,000

TEL:
FAX:

11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED
 SEE SCHEDULE

12. DISCOUNT TERMS
Net 30

13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700)

13b. RATING

14. METHOD OF SOLICITATION
 RFQ IFB RFP

15. DELIVER TO
JOINT ADVERT. MKT RES. STUDIES (JAMRS)
(b)(6)
1919 SOUTH LEADS STREET SUITE 100
ARLINGTON VA 22202

CODE HQ0564

16. ADMINISTERED BY
SEE ITEM 9

CODE

17a. CONTRACTOR/OFFEROR
FORS MARSH GROUP LLC
(b)(6)
1010 N. GLEBE RD, STE 510
ARLINGTON VA 22201-5761
TELEPHONE NO. (b)(6)

CODE 360C2

FACILITY CODE

18a. PAYMENT WILL BE MADE BY
DFAS COLUMBUS CENTER
DAVDHRA - ACCOUNTS PAYABLE DIRECTORATE
PO BOX 183140
COLUMBUS OH 43218-3140

CODE HQ0790

17b. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER

18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a. UNLESS BLOCK BELOW IS CHECKED SEE ADDENDUM

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
SEE SCHEDULE					

25. ACCOUNTING AND APPROPRIATION DATA
See Schedule

26. TOTAL AWARD AMOUNT (For Govt. Use Only)
\$1,072,413.00

27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1, 52.212-4, FAR 52.212-3, 52.212-5 ARE ATTACHED. ADDENDA ARE ARE NOT ATTACHED

27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4, FAR 52.212-5 IS ATTACHED. ADDENDA ARE ARE NOT ATTACHED

28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN 1 COPIES TO ISSUING OFFICE. CONTRACTOR AGREES TO FURNISH AND DELIVER ALL ITEMS SET FORTH OR OTHERWISE IDENTIFIED ABOVE AND ON ANY ADDITIONAL SHEETS SUBJECT TO THE TERMS AND CONDITIONS SPECIFIED.
REF: Proposal Dated 22 June 2017

29. AWARD OF CONTRACT: REF. OFFER DATED . YOUR OFFER ON SOLICITATION (BLOCK 5), INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN, IS ACCEPTED AS TO ITEMS: SEE SCHEDULE

30a. SIGNATURE OF OFFEROR/CONTRACTOR

31a. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER)
(b)(6)

30b. NAME AND TITLE OF SIGNER (TYPE OR PRINT)

30c. DATE SIGNED

31b. NAME OF CONTRACTING OFFICER (TYPE OR PRINT)
(b)(6) CONTRACTING OFFICER
(b)(6)

31c. DATE SIGNED
30-Jun-2017

**SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS
(CONTINUED)**

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
SEE SCHEDULE					

32a. QUANTITY IN COLUMN 21 HAS BEEN
 RECEIVED INSPECTED ACCEPTED, AND CONFORMS TO THE CONTRACT, EXCEPT AS NOTED: _____

32b. SIGNATURE OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32c. DATE	32d. PRINTED NAME AND TITLE OF AUTHORIZED GOVERNMENT REPRESENTATIVE
--	-----------	---

32e. MAILING ADDRESS OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32f. TELEPHONE NUMBER OF AUTHORIZED GOVERNMENT REPRESENTATIVE
	32g. E-MAIL OF AUTHORIZED GOVERNMENT REPRESENTATIVE

33. SHIP NUMBER <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	34. VOUCHER NUMBER	35. AMOUNT VERIFIED CORRECT FOR	36. PAYMENT <input type="checkbox"/> COMPLETE <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	37. CHECK NUMBER
--	--------------------	---------------------------------	--	------------------

38. S/R ACCOUNT NUMBER	39. S/R VOUCHER NUMBER	40. PAID BY
------------------------	------------------------	-------------

41a. I CERTIFY THIS ACCOUNT IS CORRECT AND PROPER FOR PAYMENT	42a. RECEIVED BY (<i>Print</i>)
41b. SIGNATURE AND TITLE OF CERTIFYING OFFICER	41c. DATE
42b. RECEIVED AT (<i>Location</i>)	
42c. DATE REC'D (YY/MM/DD)	42d. TOTAL CONTAINERS

Section SF 1449 - CONTINUATION SHEET

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
2001		1,065,483	Each	\$1.00	\$1,065,483.00
EXERCISED OPTION	Survey Services and Market Research FFP JAMRS FY17 Advertising Tracking Study Part 2 FOB: Destination PURCHASE REQUEST NUMBER: H9821072366				
					NET AMT
					\$1,065,483.00
ACRN AA CIN: H98210723660001					\$1,065,483.00

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
2002		3	Unitless		\$6,930.00 NTE
EXERCISED OPTION	Travel COST Not to Exceed FOB: Destination PURCHASE REQUEST NUMBER: H9821072366				
					ESTIMATED COST
ACRN AA CIN: H98210723660002					\$6,930.00 \$6,930.00

INSPECTION AND ACCEPTANCE TERMS

Supplies/services will be inspected/accepted at:

CLIN	INSPECT AT	INSPECT BY	ACCEPT AT	ACCEPT BY
2001	Destination	Government	Destination	Government
2002	Destination	Government	Destination	Government

DELIVERY INFORMATION

CLIN	DELIVERY DATE	QUANTITY	SHIP TO ADDRESS	DODAAC / CAGE
2001	POP 30-JUN-2017 TO 29-JUN-2018	N/A	JOINT ADVERT, MKT RES, STUDIES (JAMRS) TAYLOR POLING FAIRLEY 1919 SOUTH EADS STREET SUITE 100 ARLINGTON VA 22202 571-372-1930 FOB: Destination	HQ0584
2002	POP 30-JUN-2017 TO 29-JUN-2018	N/A	(SAME AS PREVIOUS LOCATION) FOB: Destination	HQ0584

ACCOUNTING AND APPROPRIATION DATA

AA: 012147 097 0100 000 N 20172017 D 7300 FY17_OPA_JAMRS Research OPA 251
AMOUNT: \$1,072,413.00

ACRN	CLIN/SLIN	CIN	AMOUNT
AA	2001	H98210723660001	\$1,065,483.00
	2002	H98210723660002	\$6,930.00

Performance Work Statement JAMRS FY17 Advertising Tracking Study Part 2

1.0 INTRODUCTION

The Joint Advertising Tracking Study is one of JAMRS' core projects. Through this study, JAMRS provides DoD, as well as each of the military Services and Components with a measure of the effectiveness of their advertising efforts. The three target audiences for the study are: 1) military recruiting targets aged 16-24; 2) adult influencers with a son, daughter or other direct contact with a youth aged 12-21; and 3) reserve component targets aged 17-35.

2.0 BACKGROUND

JAMRS is an official DoD program for joint marketing communications and market research and studies. Its mission is to measure and help broaden people's understanding of military service as a career option, and its programs help bolster the effectiveness of all the Services' recruiting and retention efforts. One of JAMRS' core functions is to perform market and recruiting studies in order to provide valuable resources to recruiting professionals across all branches of the Military and agencies of the Department of Defense (DoD).

Due to its status as a joint-level program, JAMRS is able to provide a single, centralized, independent, and cost-effective advertising measurement solution. The Joint Advertising Tracking System:

- Tracks awareness of and reactions to the advertising campaigns (including ads, ad slogans, and Web sites) of the various branches of the Military and JAMRS.
- Tracks perceptions of the imagery associated with the various military branches.
- Tracks interest in joining (among potential recruits) and likelihood of encouraging others to join (among influencers) and relates these findings to other metrics in the study.
- Provides results that are used to understand youth awareness of and attitudes toward advertising, and general perceptions of the Services.
- Provides metrics used by some Services and by JAMRS to evaluate advertising agencies.

3.0 SCOPE

The Contractor shall provide all personnel, equipment, materials and other items necessary to perform market research and survey services with regards to The Advertising Tracking Study.

4.0 REQUIREMENTS

The Contractor shall:

- 4.1 Attend a kickoff meeting in Arlington, Va. The purpose of the kickoff meeting is to clarify JAMRS' objectives and to discuss how the Contractor will address those objectives. The Contractor shall provide JAMRS a written summary of the kick-off meeting discussion along with a plan for research.
- 4.2 Ensure all survey instruments and study protocols are compliant with the Office of the Under Secretary of Defense for Personnel and Readiness (OUSD P&R) Research Regulatory Oversight Office (R2O2) and all personnel involved with the study are up to date on human subjects research and ethics training. Furthermore, provide JAMRS personnel with a complete study protocol package will all necessary information and documentation to be submitted to the Government's R2O2 office for review and determination.
- 4.3 Conduct three quarters of continuously fielding surveys of three defined target audience segments beginning on April 2017 using samples of nationally representative respondents (i.e., three waves). The sample shall be random and large enough using probability sampling techniques so that data may be weighted to the national population and provide meaningful standard error estimates. The samples shall be weighted to the national population. The data shall be weighted on demographic variables such as race, age, gender, education and region. The Contractor shall adhere to the following survey specifications:
 - 4.3.1 For each quarter, continuously field three separate surveys among three sub populations of interest: 1) a Military Recruiting population targeting 16-24 year old youth, 2) an Adult Influencer population targeting

- mothers, fathers, and other key influencers of youth, and 3) a Reserves Component sample targeting individuals in the US population age 17 to 35.
- 4.3.2 Military recruiting sample: Collect data from approximately 1500 or more respondents age 16-24 per wave. The data shall be collected and weighted so that it can be generalizable to males and females in addition to (although not simultaneously with) White, Black, and Hispanic youth within this population. Currently, the sample for the Military recruiting target is randomly drawn from respondents to DoD Youth Polls which is available from JAMRS.
- 4.3.3 Adult influencer sample: Collect data from approximately 900 influencers of youth age 12-21 per wave. Respondents should primarily consist of mothers and fathers, such that mother and father splits can be reliably reported on each wave as well as parents of daughters and parents of sons splits. In addition, an adequate number of grandparents as well as other influencers including relatives, teachers, and guidance counselors, shall be adequately represented in the sample each quarter to be able to report reliable estimates for these groups each quarter. The data shall be collected and weighted so that it can be generalizable to males and females within this population.
- 4.3.4 Reserve Component sample: Collect data from approximately 750 persons aged 17 to 35 per wave. The data shall be collected and weighted so that it can be generalizable to males and females within this population. In addition, the data shall be weighted to include one percent of respondents currently serving and three percent of respondents who previously served in the Military.
- 4.4 Modify and format the previous questionnaires as appropriate for conducting the survey and submit the formatted questionnaires to JAMRS for review approximately five working days prior to the beginning of each calendar year quarter.
- 4.5 Deliver via email or other mutually agreeable electronic means (e.g., CD-ROM) to JAMRS complete datasets for each of the three surveys, including appropriate weights from each sample of interest, quarterly in SPSS and STATA format. The datasets shall be made in a manner that is consistent with all previous waves of administration. This includes variable names, variable labels, values, and value labels that are consistent across quarters and with the questionnaire.
- 4.6 Deliver via email or other mutually agreeable electronic means (e.g., CD-ROM) aggregated datasets for each survey that contain the weighted data collected from the current calendar year quarter as well as data collected from previous quarters of the study.
- 4.7 Create and deliver via email or other mutually agreeable electronic means (e.g., CD-ROM) quarterly annotated questionnaires that link questionnaire items with variables and values in the SPSS survey database and shall include and document any administrative items included in the database (such as wave number, date of survey, etc.).
- 4.8 Create and deliver via email or other mutually agreeable electronic means (e.g., CD-ROM) quarterly briefing decks of the data and analysis generated throughout the Period of Performance (PoP). One briefing deck per calendar year quarter shall be developed for JAMRS, one briefing deck shall be developed summarizing findings on Influencers. Five decks shall be developed, one for each of the five active duty Services, based primarily on the Military Recruiting target sample. Five decks shall be developed, one for each of the Reserve and Guard Components, based primarily on the Reserve Component target sample. The briefing decks shall start with data collected from the last quarter of the incumbent contract and continue through the next to last quarter collected under this contract.
- 4.9 Provide JAMRS with ad hoc analyses and consultation of data and layout of results as well as methodological and other questions regarding the study.
- 4.10 Document the sampling, data collection, weighting and analytic procedures for each wave in a Technical Report to be delivered quarterly.
- 4.11 Provide the Government with a Monthly Status report, which includes the status of relevant issues associated with each tasking and a description of the remaining work to be done on the task.
- 5.0 DELIVERABLES

Deliverable	Ref.	Delivery Date (on or about)
Kick-off meeting	Para 4.1	Within 5 business days of award date
Written summary of Kick-off meeting	Para 4.1	Two weeks after kick-off meeting

Deliverable	Ref.	Delivery Date (on or about)
Formatted Questionnaires	Para 4.4	Five working days prior to the beginning of each calendar year quarter
Weighted Dataset	Para 4.5	Ten working days after the end of each calendar year quarter
Aggregated Dataset	Para 4.6	Fifteen working days after the end of each calendar year quarter.
Annotated Questionnaire	Para 4.7	Fifteen working days after the end of each calendar year quarter
Quarterly Briefing Decks	Para 4.8	Two months after the quarterly fielding period
Technical Report	Para 4.10	Three months after the quarterly fielding period
Ad Hoc Analyses	Para 4.9	As required throughout PoP
Monthly Status Report	Para 4.11	Monthly during PoP

6.0 CONTRACTOR TRAVEL

The Contractor shall be required to travel to various CONUS locations during the performance of this task order to present results of the study to each of the Services and Components on a quarterly basis during the quarters covered by this PoP. All travel requires Government prior approval.

Estimated travel for data collected between June 2017 through June 2018 is as follows:

- One (1) one-day round-trip of one (1) contractor personnel from Arlington, VA to Atlanta, GA.
- Three (3) two-day round-trip of one (1) contractor personnel from Arlington, VA to Memphis, TN.
- Three (3) two-day round-trip of one (1) contractor personnel from Arlington, VA to San Antonio, TX.

ADMINISTRATIVE INFORMATION

Contract Specialist:



CLAUSES INCORPORATED BY FULL TEXT

252.232-7006 WIDE AREA WORKFLOW PAYMENT INSTRUCTIONS (MAY 2013)

(a) Definitions. As used in this clause--

Department of Defense Activity Address Code (DoDAAC) is a six position code that uniquely identifies a unit, activity, or organization.

Document type means the type of payment request or receiving report available for creation in Wide Area WorkFlow (WAWF).

Local processing office (LPO) is the office responsible for payment certification when payment certification is done external to the entitlement system.

(b) Electronic invoicing. The WAWF system is the method to electronically process vendor payment requests and receiving reports, as authorized by DFARS 252.232-7003, Electronic Submission of Payment Requests and Receiving Reports.

(c) WAWF access. To access WAWF, the Contractor shall--

(1) Have a designated electronic business point of contact in the System for Award Management at <https://www.acquisition.gov>; and

(2) Be registered to use WAWF at <https://wawf.eb.mil/> following the step-by-step procedures for self-registration available at this Web site.

(d) WAWF training. The Contractor should follow the training instructions of the WAWF Web-Based Training Course and use the Practice Training Site before submitting payment requests through WAWF. Both can be accessed by selecting the "Web Based Training" link on the WAWF home page at <https://wawf.eb.mil/>.

(e) WAWF methods of document submission. Document submissions may be via Web entry, Electronic Data Interchange, or File Transfer Protocol.

(f) WAWF payment instructions. The Contractor must use the following information when submitting payment requests and receiving reports in WAWF for this contract/order:

(2) For technical WAWF help, contact the WAWF helpdesk at 866-618-5988.

(End of clause)

SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS
OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, AND 30

1. REQUISITION NUMBER
H9821072605-0001

PAGE 1 OF 10

2. CONTRACT NO. H98210-15-D-0001	3. AWARD/EFFECTIVE DATE 25-Jul-2017	4. ORDER NUMBER H9821017F0095	5. SOLICITATION NUMBER	6. SOLICITATION ISSUE DATE
7. FOR SOLICITATION INFORMATION CALL:	a. NAME	b. TELEPHONE NUMBER (No Collect Calls)		8. OFFER DUE DATE/LOCAL TIME

9. ISSUED BY DEFENSE HUMAN RESOURCES ACTIVITY 4800 MARK CENTER DRIVE, (b)(6) ALEXANDRIA VA 22350-4000 TEL: FAX:	CODE H98210	10. THIS ACQUISITION IS <input checked="" type="checkbox"/> SMALL BUSINESS <input type="checkbox"/> HUBZONE SMALL BUSINESS <input type="checkbox"/> SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS	<input type="checkbox"/> UNRESTRICTED OR <input checked="" type="checkbox"/> SET ASIDE: 100% FOR: <input type="checkbox"/> WOMEN-OWNED SMALL BUSINESS (WOSB) ELIGIBLE UNDER THE WOMEN-OWNED SMALL BUSINESS PROGRAM <input type="checkbox"/> EDWOSB <input type="checkbox"/> 8(A)	NAICS: 541910 SIZE STANDARD: \$14,000,000
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11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED <input type="checkbox"/> SEE SCHEDULE	12. DISCOUNT TERMS Net 30	13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700) <input type="checkbox"/>	13b. RATING	14. METHOD OF SOLICITATION <input type="checkbox"/> RFQ <input type="checkbox"/> IFB <input type="checkbox"/> RFP
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15. DELIVER TO JOINT ADVERT. MKT RES. STUDIES (JAMRS) (b)(6) 1919 SOUTH EADS STREET SUITE 100 ARLINGTON VA 22202	CODE HQ0584	16. ADMINISTERED BY SEE ITEM 9	CODE
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17a. CONTRACTOR/OFFEROR FORN MARSH GROUP LLC (b)(6) 1010 N. GLEBE RD, (b)(6) ARLINGTON VA 22201-5761 TELEPHONE NO. (b)(6)	CODE 360C2	FACILITY CODE	18a. PAYMENT WILL BE MADE BY DFAS COLUMBUS CENTER DAVDHRA - ACCOUNTS PAYABLE DIRECTORATE PO BOX 183140 COLUMBUS OH 43218-3140	CODE HQ0790
--	---------------	---------------	---	----------------

<input type="checkbox"/> 17b. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER	18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a. UNLESS BLOCK BELOW IS CHECKED <input checked="" type="checkbox"/> SEE ADDENDUM
--	--

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
SEE SCHEDULE					

25. ACCOUNTING AND APPROPRIATION DATA See Schedule	26. TOTAL AWARD AMOUNT (For Govt. Use Only) \$835,276.80
--	--

<input type="checkbox"/> 27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1, 52.212-4, FAR 52.212-3, 52.212-5 ARE ATTACHED. ADDENDA <input type="checkbox"/> ARE <input type="checkbox"/> ARE NOT ATTACHED	<input type="checkbox"/> 27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4, FAR 52.212-5 IS ATTACHED. ADDENDA <input type="checkbox"/> ARE <input type="checkbox"/> ARE NOT ATTACHED
--	--

<input checked="" type="checkbox"/> 28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN 1 COPIES TO ISSUING OFFICE. CONTRACTOR AGREES TO FURNISH AND DELIVER ALL ITEMS SET FORTH OR OTHERWISE IDENTIFIED ABOVE AND ON ANY ADDITIONAL SHEETS SUBJECT TO THE TERMS AND CONDITIONS SPECIFIED. REF: Proposal Dated 27 June 2017	<input type="checkbox"/> 29. AWARD OF CONTRACT: REF. OFFER DATED . YOUR OFFER ON SOLICITATION (BLOCK 5), INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN, IS ACCEPTED AS TO ITEMS: SEE SCHEDULE
--	---

30a. SIGNATURE OF OFFEROR/CONTRACTOR	31a. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER) (b)(6)		
30b. NAME AND TITLE OF SIGNER (TYPE OR PRINT)	30c. DATE SIGNED	31b. NAME OF CONTRACTING OFFICER (TYPE OR PRINT) (b)(6) CONTRACTING OFFICER TEL: (b)(6) EMAIL: (b)(6)	31c. DATE SIGNED 24-Jul-2017

SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS
 OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, AND 30

1. REQUISITION NUMBER
 H9821072605-0001

PAGE 1 OF 10

2. CONTRACT NO. H98210-15-D-0001
 3. AWARD/EFFECTIVE DATE 25-Jul-2017
 4. ORDER NUMBER H9821017F0095
 5. SOLICITATION NUMBER
 6. SOLICITATION ISSUE DATE

7. FOR SOLICITATION INFORMATION CALL:
 a. NAME
 b. TELEPHONE NUMBER (No Collect Calls)
 8. OFFER DUE DATE/LOCAL TIME

9. ISSUED BY CODE H98210
 DEFENSE HUMAN RESOURCES ACTIVITY
 4800 MARK CENTER DRIVE,
 (b)(6)
 ALEXANDRIA VA 22350-4000
 TEL:
 FAX:

10. THIS ACQUISITION IS UNRESTRICTED OR SET ASIDE: 100% FOR:
 SMALL BUSINESS WOMEN-OWNED SMALL BUSINESS (WOSB) ELIGIBLE UNDER THE WOMEN-OWNED SMALL BUSINESS PROGRAM
 HUBZONE SMALL BUSINESS EDWOSB NAICS: 541910
 SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS 8(A) SIZE STANDARD: \$14,000,000

11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED
 SEE SCHEDULE

12. DISCOUNT TERMS
 Net 30

13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700)

13b. RATING

14. METHOD OF SOLICITATION
 RFQ IFB RFP

15. DELIVER TO CODE HQ0584
 JOINT ADVERT, MKT RES, STUDIES (JAMRS)
 (b)(6)
 1919 SOUTH EADS STREET SUITE 100
 ARLINGTON VA 22202

16. ADMINISTERED BY CODE
SEE ITEM 9

17a. CONTRACTOR/OFFEROR CODE 360C2 FACILITY CODE
 FORS MARSH GROUP LLC
 (b)(4), (b)(6), (b)(3)
 1010 N. GLEBE RD, STE 510
 ARLINGTON VA 22201-5761
 TELEPHONE NO. (b)(6)

18a. PAYMENT WILL BE MADE BY CODE HQ0790
 DFAS COLUMBUS CENTER
 DA VDHRA - ACCOUNTS PAYABLE DIRECTORATE
 PO BOX 183140
 COLUMBUS OH 43218-3140

17b. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER

18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a. UNLESS BLOCK BELOW IS CHECKED SEE ADDENDUM

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
SEE SCHEDULE					

25. ACCOUNTING AND APPROPRIATION DATA
See Schedule

26. TOTAL AWARD AMOUNT (For Govt. Use Only)
\$835,276.80

27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1, 52.212-4, FAR 52.212-3, 52.212-5 ARE ATTACHED. ADDENDA ARE ARE NOT ATTACHED

27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4, FAR 52.212-5 IS ATTACHED. ADDENDA ARE ARE NOT ATTACHED

28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN 1 COPIES TO ISSUING OFFICE. CONTRACTOR AGREES TO FURNISH AND DELIVER ALL ITEMS SET FORTH OR OTHERWISE IDENTIFIED ABOVE AND ON ANY ADDITIONAL SHEETS SUBJECT TO THE TERMS AND CONDITIONS SPECIFIED.
 REF: Proposal Dated 27 June 2017

29. AWARD OF CONTRACT: REF. OFFER DATED . YOUR OFFER ON SOLICITATION (BLOCK 5), INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN, IS ACCEPTED AS TO ITEMS: SEE SCHEDULE

30a. SIGNATURE OF OFFEROR/CONTRACTOR
 (b)(6)

31a. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER)
 (b)(6)

31b. NAME OF CONTRACTING OFFICER (TYPE OR PRINT)
 (b)(6)
 TEL:
 EMAIL:

31c. DATE SIGNED
 24 July 2017

**SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS
(CONTINUED)**

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
SEE SCHEDULE					

32a. QUANTITY IN COLUMN 21 HAS BEEN
 RECEIVED INSPECTED ACCEPTED, AND CONFORMS TO THE CONTRACT, EXCEPT AS NOTED: _____

32b. SIGNATURE OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32c. DATE	32d. PRINTED NAME AND TITLE OF AUTHORIZED GOVERNMENT REPRESENTATIVE
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32e. MAILING ADDRESS OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32f. TELEPHONE NUMBER OF AUTHORIZED GOVERNMENT REPRESENTATIVE
	32g. E-MAIL OF AUTHORIZED GOVERNMENT REPRESENTATIVE

33. SHIP NUMBER <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	34. VOUCHER NUMBER	35. AMOUNT VERIFIED CORRECT FOR	36. PAYMENT <input type="checkbox"/> COMPLETE <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	37. CHECK NUMBER
--	--------------------	---------------------------------	--	------------------

38. S/R ACCOUNT NUMBER	39. S/R VOUCHER NUMBER	40. PAID BY
------------------------	------------------------	-------------

41a. I CERTIFY THIS ACCOUNT IS CORRECT AND PROPER FOR PAYMENT	42a. RECEIVED BY (<i>Print</i>)	
	42b. RECEIVED AT (<i>Location</i>)	
	42c. DATE REC'D (<i>YY/MM/DD</i>)	42d. TOTAL CONTAINERS
41b. SIGNATURE AND TITLE OF CERTIFYING OFFICER	41c. DATE	

Section SF 1449 - CONTINUATION SHEET

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
2001	Survey Services and Market Research	835,276.80	Each	\$1.00	\$835,276.80
EXERCISED OPTION	FFP JAMRS New Recruit Survey - Influencer Module 2017 FOB: Destination PURCHASE REQUEST NUMBER: H9821072605-0001				
NET AMT					\$835,276.80
ACRN AA CIN: H98210726050001					\$835,276.80

INSPECTION AND ACCEPTANCE TERMS

Supplies/services will be inspected/accepted at:

CLIN	INSPECT AT	INSPECT BY	ACCEPT AT	ACCEPT BY
2001	Destination	Government	Destination	Government

DELIVERY INFORMATION

CLIN	DELIVERY DATE	QUANTITY	SHIP TO ADDRESS	DODAAC / CAGE
2001	POP 25-JUL-2017 TO 24-JUL-2018	N/A	JOINT ADVERT, MKT RES, STUDIES (JAMRS) (b)(6) 1919 SOUTH EADS STREET SUITE 100 ARLINGTON VA 22202 (b)(6) FOB: Destination	HQ0584

ACCOUNTING AND APPROPRIATION DATA

AA: 012147 097 0100 000 N 20172017 D 7300 FY17_OPA_JAMRS Research OPA 251
AMOUNT: \$835,276.80

ACRN	CLIN/SLIN	CIN	AMOUNT
AA	2001	H98210726050001	\$835,276.80

ADMINISTRATIVE INFORMATION

Contract Specialist:



Performance Work Statement

JAMRS/OPA New Recruit Survey – Influencer Module 2017

1.0 INTRODUCTION

The Joint Advertising, Market Research and Studies (JAMRS) program within the office of people analytics, requires Contractor services to distribute, conduct analyses, and report findings for the 2017 New Recruit Survey – Influencer Module. The work involves survey planning, design and development, conducting and administering surveys, analysis of quantitative and qualitative survey data, production of reports regarding the results of the surveys, identifying target markets, as well as determining prospect market trends and conditions.

2.0 BACKGROUND

JAMRS is an official DoD program for joint marketing communications and market research and studies. Its mission is to measure and help broaden people's understanding of military service as a career option, and its programs help bolster the effectiveness of all the Services' recruiting and retention efforts. One of JAMRS' core functions is to perform market and recruiting studies in order to provide valuable resources to recruiting professionals across all branches of the Military and agencies of the Department of Defense (DoD). The New Recruit Survey serves as DoD's official vehicle to assess the impact of recruiting incentives, recruiting programs and policies, compensation and benefits, recruiter interactions, MEPS processing, and outreach/advertising messages on actual enlistment decisions. The findings function as an ongoing and continuous assessment mechanism to gauge the effectiveness of programs and practices using immediate feedback from new recruits after taking their oath of service at the MEPS. This coordinated effort allows for comparisons across the Services and ensures timely information is available on which to base adjustments to recruiting initiatives and programs. This particular module of the New Recruit Survey focuses on the role influencers played in shaping new recruits' decisions along with the core set of questions designed to assess the impact of recruiting incentives, programs and policies.

3.0 SCOPE

The Contractor shall provide all personnel, equipment, materials and other items necessary to perform market research and survey services with regards to the New Recruit Survey Influencer Module.

4.0 REQUIREMENTS *The Contractor shall:*

- 4.1 Attend a kickoff meeting in Arlington, Va. The purpose of the kickoff meeting is to clarify JAMRS' objectives and to discuss how the Contractor will address those objectives. The Contractor shall provide JAMRS a written summary of the kick-off meeting discussion along with a plan for research.
- 4.2 Ensure all survey instruments and study protocols are compliant with the Office of the Under Secretary of Defense for Personnel and Readiness (OUSDP&R) Research Regulatory Oversight Office (R2O2) and all personnel involved with the study are up to date on human subjects research and ethics training. Furthermore, provide JAMRS personnel with a complete study protocol package with all necessary information and documentation to be submitted to the Government's R2O2 office for review and determination.
- 4.3 Assist JAMRS in informing relevant Service personnel and any relevant MEPS personnel of the New Recruit Survey.
- 4.4 Assist JAMRS personnel in instructing relevant Service personnel on how to replace current survey booklet with new booklet, how to distribute survey materials to new recruits and document the instructions in a short write-up to be delivered to relevant personnel.
- 4.5 Print finalized, formatted Service-specific survey booklets/invitations and deliver to all MEPS.
- 4.6 Maintain a survey control system, which will track the status of all sample members, mail outs, survey returns and survey inquiries.
- 4.7 Provide an email address and toll free number for respondents and Service liaisons to ask questions about the survey, to report changes in status/address information, and to make survey requests.
- 4.8 Administer the survey on a continually fielding basis for 6 months such that the following specifications are met:
 - 4.8.1 All active-duty new recruits entering the delayed entry program (or immediately shipping to boot camp) are invited to participate in the survey before taking their oath at MEPS through coordination with MEPS Service liaisons.

4.8.2 All Army National Guard and Army Reserve new recruits processing at the MEPS to ship to boot camp are invited to participate in the survey before taking their oath at MEPS through coordination with MEPS Service liaisons.

4.9 Deliver via email or other mutually agreeable electronic means (e.g., CD-ROM) a monthly dataset of all survey data collected on a monthly basis in SPSS format that includes variable names, variable labels, values, and value labels that are consistent with the questionnaire once data collection begins.

4.9.1 Deliver via email or other mutually agreeable electronic means (e.g., CD-ROM) a complete dataset of all survey data collected for the current 6 month module in SPSS format that includes variable names, variable labels, values, and value labels that are consistent with the questionnaire once data collection begins.

4.10 Create and deliver via email or other electronic means (e.g., CD-ROM) annotated questionnaires that links questionnaire items with variables and values in the SPSS survey datasets and shall include and document any administrative items included in the datasets (such as wave number, date of survey, etc.).

4.11 Maintain the Active Duty New Recruit Survey online data portal to meet the requirements for user roles, user authentication and core reporting functionality including updating data feeds and standard reports on a monthly basis.

4.12 Update content on the JAMRS internal, market research website and segmentation portal.

4.13 Develop and format the next module of the Active Duty and Reserve/Guard Service-specific questionnaires in a paper/booklet format that includes instructions on how to complete the survey and service-specific letters inviting new recruits to participate in the survey to be delivered to respondents by the Government. The next module should focus on recruiting processes and background information in addition to the core set of New Recruit Survey questions.

4.14 Deliver Active Duty and Reserve/Guard monthly reports that highlights key findings for each month during the fielding period.

4.15 Deliver an Active Duty and Reserve/Guard topline reports for data collected from new recruits that highlights the proportion of respondents that selected each response option per question after the six month fielding period.

4.16 Deliver via email an Active Duty briefing deck that highlights key findings from this New Recruit Survey module after six months of data collection.

4.17 Deliver a briefing on the data collected from Reserve and Guard new recruits that highlights key findings and notable trends revealed in this data collection after the six month fielding period.

4.18 Document the sampling, data collection, weighting and analytic procedures for in a Technical Report after six months of data collection of this module.

4.19 Provide the COR with a Monthly Status report, which includes the status of relevant issues associated with each tasking and a description of the remaining work to be done on the task.

5.0 DELIVERABLES

Deliverable	Ref.	Delivery Date (on or about)
Kick-off meeting	Para 4.1	Within 7 days of award
IRB documents	Para 4.2	Within 6 weeks of award
Instructions on survey administration	Para 4.4	Within 2 weeks of award
Deliver printed survey to MEPS and Recruiting Stations	Para 4.5	Prior to fielding start date
Monthly Datasets	Para 4.9	Monthly during PoP once data collection begins
Module Datasets	Para 4.9.1	Within 30 days following end of data collection
Annotated Questionnaires	Para 4.10	One month after fielding is complete

Deliverable	Ref.	Delivery Date (on or about)
Monthly standard reports	Para 4.11	Monthly during PoP once data collection begins
Updates to segmentation portal	Para 4.12	As needed throughout PoP
Formatted Surveys for next wave of data collection	Para 4.13	Prior to End of PoP
Monthly Reports	Para 4.14	Monthly during PoP once data collection begins
Topline Reports	Para 4.15	Prior to End of PoP
Active Duty Briefing Deck	Para 4.16	Prior to End of PoP
Reserve/Guard Briefing Deck	Para 4.17	Prior to End of PoP
Technical Report	Para 4.18	Prior to End of PoP
Monthly Status Report	Para 4.19	Monthly during PoP

6.0 GOVERNMENT FURNISHED INFORMATION

- 6.1 Service POC list. The Government shall provide a list of relevant Service personnel who will be involved with the New Recruit Survey to the Contractor.
- 6.2 New Recruit Frame. The Government shall provide a list of all New Recruits during the survey administration time frame to the Contractor.
- 6.3 New Recruit Survey. The Government shall provide the list of survey items to the Contractor for IRB review.
- 6.4 Survey Packet Delivery. The Government shall deliver the survey administration packets to the new recruits selected to participate in the survey.

CLAUSES INCORPORATED BY FULL TEXT

252.232-7006 WIDE AREA WORKFLOW PAYMENT INSTRUCTIONS (MAY 2013)

(a) Definitions. As used in this clause--

Department of Defense Activity Address Code (DoDAAC) is a six position code that uniquely identifies a unit, activity, or organization.

Document type means the type of payment request or receiving report available for creation in Wide Area WorkFlow (WAWF).

Local processing office (LPO) is the office responsible for payment certification when payment certification is done external to the entitlement system.

(b) Electronic invoicing. The WAWF system is the method to electronically process vendor payment requests and receiving reports, as authorized by DFARS 252.232-7003, Electronic Submission of Payment Requests and Receiving Reports.

(c) WAWF access. To access WAWF, the Contractor shall--

(1) Have a designated electronic business point of contact in the System for Award Management at <https://www.acquisition.gov>; and

(2) Be registered to use WAWF at <https://wawf.eb.mil/> following the step-by-step procedures for self-registration available at this Web site.

(d) WAWF training. The Contractor should follow the training instructions of the WAWF Web-Based Training Course and use the Practice Training Site before submitting payment requests through WAWF. Both can be accessed by selecting the "Web Based Training" link on the WAWF home page at <https://wawf.eb.mil/>.

(e) WAWF methods of document submission. Document submissions may be via Web entry, Electronic Data Interchange, or File Transfer Protocol.

(f) WAWF payment instructions. The Contractor must use the following information when submitting payment requests and receiving reports in WAWF for this contract/order:

(1) Document type. The Contractor shall use the following document type(s).

Invoice 2 n 1

(2) Inspection/acceptance location. The Contractor shall select the following inspection/acceptance location(s) in WAWF, as specified by the contracting officer.

Inspection:	Destination
Acceptance:	Destination

(3) Document routing. The Contractor shall use the information in the Routing Data Table below only to fill in applicable fields in WAWF when creating payment requests and receiving reports in the system.

Routing Data Table*

Field Name in WAWF	Data to be entered in WAWF
Pay Official DoDAAC	HQ0790
Issue By DoDAAC	H98210
Admin DoDAAC	H98210
Inspect By DoDAAC	_____
Ship To Code	_____
Ship From Code	_____
Mark For Code	_____
Service Approver (DoDAAC)	HQ0584
Service Acceptor (DoDAAC)	HQ0584

Accept at Other DoDAAC _____
LPO DoDAAC _____
DCAA Auditor DoDAAC _____
Other DoDAAC(s) _____

(4) Payment request and supporting documentation. The Contractor shall ensure a payment request includes appropriate contract line item and subline item descriptions of the work performed or supplies delivered, unit price/cost per unit, fee (if applicable), and all relevant back-up documentation, as defined in DFARS Appendix F, (e.g. timesheets) in support of each payment request.

(5) WAWF email notifications. The Contractor shall enter the email address identified below in the "Send Additional Email Notifications" field of WAWF once a document is submitted in the system.

Contract Specialist: (b)(6)
COR: _____

(g) WAWF point of contact. (1) The Contractor may obtain clarification regarding invoicing in WAWF from the following contracting activity's WAWF point of contact.

WAWF POC: (b)(6) _____

(2) For technical WAWF help, contact the WAWF helpdesk at 866-618-5988.

(End of clause)

SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS
 OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, AND 30

1. REQUISITION NUMBER
H9821072721

PAGE 1 OF 11

2. CONTRACT NO.
H98210-15-D-0001

3. AWARD/EFFECTIVE DATE
25-Jul-2017

4. ORDER NUMBER
H9821017F0098

5. SOLICITATION NUMBER

6. SOLICITATION ISSUE DATE

7. FOR SOLICITATION INFORMATION CALL:

a. NAME

b. TELEPHONE NUMBER (No Collect Calls)

8. OFFER DUE DATE/LOCAL TIME

9. ISSUED BY
 DEFENSE HUMAN RESOURCES ACTIVITY
 4800 MARK CENTER DRIVE,
 (b)(6)
 ALEXANDRIA VA 22350-4000
 TEL:
 FAX:

CODE H98210

10. THIS ACQUISITION IS
 UNRESTRICTED OR SET ASIDE: 100% FOR:
 SMALL BUSINESS
 HUBZONE SMALL BUSINESS
 SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS
 WOMEN-OWNED SMALL BUSINESS (WOSB) ELIGIBLE UNDER THE WOMEN-OWNED SMALL BUSINESS PROGRAM
 EDWOSB
 8(A)
 NAICS: 541910
 SIZE STANDARD: \$14,000,000

11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED
 SEE SCHEDULE

12. DISCOUNT TERMS
Net 30

13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700)

13b. RATING

14. METHOD OF SOLICITATION
 RFQ IFB RFP

15. DELIVER TO
 JOINT ADVERT, MKT RES, STUDIES (JAMRS)
 (b)(6)
 1919 SOUTH EADS STREET SUITE 100
 ARLINGTON VA 22202

CODE HQ0584

16. ADMINISTERED BY
SEE ITEM 9

CODE

17a. CONTRACTOR/OFFEROR
 FORS MARSH GROUP (b)(6)
 (b)(6)
 1010 N. GLEBE RD, STE 510
 ARLINGTON VA 22201-5761
 TELEPHONE NO. (b)(6)

CODE 360C2

FACILITY CODE

18a. PAYMENT WILL BE MADE BY
 DFAS COLUMBUS CENTER
 DAVIDHRA - ACCOUNTS PAYABLE DIRECTORATE
 PO BOX 183140
 COLUMBUS OH 43218-3140

CODE HQ0790

17b. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER

18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a. UNLESS BLOCK BELOW IS CHECKED SEE ADDENDUM

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
SEE SCHEDULE					

25. ACCOUNTING AND APPROPRIATION DATA
See Schedule

26. TOTAL AWARD AMOUNT (For Govt. Use Only)
\$1,010,600.00

27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1, 52.212-4, FAR 52.212-3, 52.212-5 ARE ATTACHED. ADDENDA ARE ARE NOT ATTACHED

27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4, FAR 52.212-5 IS ATTACHED. ADDENDA ARE ARE NOT ATTACHED

28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN COPIES TO ISSUING OFFICE. CONTRACTOR AGREES TO FURNISH AND DELIVER ALL ITEMS SET FORTH OR OTHERWISE IDENTIFIED ABOVE AND ON ANY ADDITIONAL SHEETS SUBJECT TO THE TERMS AND CONDITIONS SPECIFIED.

29. AWARD OF CONTRACT: REF. OFFER DATED . YOUR OFFER ON SOLICITATION (BLOCK 5), INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN, IS ACCEPTED AS TO ITEMS:

30a. SIGNATURE OF OFFEROR/CONTRACTOR

31a. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER)
 (b)(6)

30b. NAME AND TITLE OF SIGNER (TYPE OR PRINT)

30c. DATE SIGNED

31b. NAME OF CONTRACTING OFFICER (TYPE OR PRINT)
 (b)(6) CONTRACTING OFFICER
 TEL: (b)(6)
 EMAIL: (b)(6)

31c. DATE SIGNED
 24-Jul-2017

**SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS
(CONTINUED)**

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
<p>SEE SCHEDULE</p>					

32a. QUANTITY IN COLUMN 21 HAS BEEN
 RECEIVED INSPECTED ACCEPTED, AND CONFORMS TO THE CONTRACT, EXCEPT AS NOTED: _____

32b. SIGNATURE OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32c. DATE	32d. PRINTED NAME AND TITLE OF AUTHORIZED GOVERNMENT REPRESENTATIVE
--	-----------	---

32e. MAILING ADDRESS OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32f. TELEPHONE NUMBER OF AUTHORIZED GOVERNMENT REPRESENTATIVE
	32g. E-MAIL OF AUTHORIZED GOVERNMENT REPRESENTATIVE

33. SHIP NUMBER <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	34. VOUCHER NUMBER	35. AMOUNT VERIFIED CORRECT FOR	36. PAYMENT <input type="checkbox"/> COMPLETE <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	37. CHECK NUMBER
--	--------------------	---------------------------------	--	------------------

38. S/R ACCOUNT NUMBER	39. S/R VOUCHER NUMBER	40. PAID BY
------------------------	------------------------	-------------

41a. I CERTIFY THIS ACCOUNT IS CORRECT AND PROPER FOR PAYMENT	42a. RECEIVED BY (<i>Print</i>)		
41b. SIGNATURE AND TITLE OF CERTIFYING OFFICER	41c. DATE	42b. RECEIVED AT (<i>Location</i>)	
		42c. DATE REC'D (<i>YY/MM/DD</i>)	42d. TOTAL CONTAINERS

Section SF 1449 - CONTINUATION SHEET

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
2001	Survey Services and Market Research	1,010,600	Each	\$1.00	\$1,010,600.00
EXERCISED OPTION	FFP FY18 Youth Poll – Fall FOB: Destination PURCHASE REQUEST NUMBER: H9821072721				
					NET AMT
					\$1,010,600.00
ACRN AA CIN: H98210727210001					\$1,010,600.00

INSPECTION AND ACCEPTANCE TERMS

Supplies/services will be inspected/accepted at:

CLIN	INSPECT AT	INSPECT BY	ACCEPT AT	ACCEPT BY
2001	Destination	Government	Destination	Government

DELIVERY INFORMATION

CLIN	DELIVERY DATE	QUANTITY	SHIP TO ADDRESS	DODAAC / CAGE
2001	POP 25-JUL-2017 TO 24-JUL-2018	N/A	JOINT ADVERT, MKT RES, STUDIES (JAMRS) (b)(6) 1919 SOUTH EADS STREET SUITE 100 ARLINGTON VA 22202 (b)(6) FOB: Destination	HQ0584

ACCOUNTING AND APPROPRIATION DATA

AA: 012147 097 0100 000 N 20172017 D 7300 FY17_OPA_JAMRS
AMOUNT: \$1,010,600.00

Research OPA 251

ACRN	CLIN/SLIN	CIN	AMOUNT
AA	2001	H98210727210001	\$1,010,600.00

ADMINISTRATIVE INFORMATION

Contract Specialist:

(b)(6)

(b)(6)

Performance Work Statement OPA/JAMRS FY18 Youth Poll – Fall

1.0 INTRODUCTION

The Joint Advertising, Market Research and Studies (JAMRS) program within the Office of People Analytics (OPA) requires a Contractor to administer the currently continuously fielding, Youth Poll survey. The work involves survey planning, design and development, conducting and administering surveys, analysis of quantitative and qualitative survey data, production of reports regarding the results of the surveys, and determining prospect market trends and conditions based on results.

2.0 BACKGROUND

The DoD Youth Poll is one of the Joint Advertising, Market Research and Studies (JAMRS) program's core projects. The Youth Poll is a tracking study that serves as DoD's official source of information on the prospect market (i.e., youth between the ages of 16 and 24 years old). The Youth Poll provides frequent monitoring of youth's propensity and other key metrics (e.g., motivators and barriers to service, knowledge of military careers) that are vital to the Department's ability to detect changes in the youth market and allocate recruiting resources in the most efficient and effective manner. Thus, ultimately, the end goal of the Youth Poll is to provide OUSD(P&R) and the Services information necessary to make strategic and tactical recruitment-related decisions.

For over 35 years, the Department has been measuring propensity as it is the single best predictor of actual enlistment behavior and therefore essential for forecasting future recruitment supply. JAMRS is responsible for tracking propensity via the Youth Poll so as to prevent duplicative efforts within the Department. Because each of the Services, agencies, and programs require this information, it is much more cost-effective for one central agency to perform and disseminate the research rather than having each conduct similar studies independently. In addition to propensity, the Youth Poll tracks:

- attitudes toward joining the Military;
- knowledge of Military career options;
- engagement in pre-enlistment behaviors;
- reasons youth state for and against joining the Military; and
- perceptions of current events and the economy.

3.0 SCOPE

The Contractor shall provide all personnel, equipment, materials and other items necessary to perform Youth Poll market research and survey services.

4.0 REQUIREMENTS

The Contractor shall:

4.1 Attend a kickoff meeting in Arlington, Va. The purpose of the kickoff meeting is to clarify JAMRS' objectives and to discuss how the Contractor will address those objectives. Prepare and present a Project Activity Plan outlining all key tasks associated with all deliverables and their associated timelines required for complete execution of the task order. The Contractor shall provide JAMRS a written summary of the kick-off meeting discussion along with a plan for research.

4.2 Assist JAMRS in developing a questionnaire for the Spring 2018 Youth Poll module. Develop a survey content plan such that every questionnaire shall contain the same base set of questions designed to track key metrics (propensity to join the Military, future plans, consideration for joining the Military, military related knowledge, military favorability, engagement in pre-enlistment behaviors and perceptions of the economy) but will also allow flexibility for new questions and diverse content areas that can be tracked year over year while keeping survey administration times to less than 25 minutes. The questionnaires shall incorporate topics and/or items from previous years' Youth Poll surveys, input from Service POCS, and important constructs identified by JAMRS or through relevant literature.

4.3 Develop all mailing materials associated with the Spring 2018 Youth Poll administration that are serialized for tracking purposes including: all notifications, cover letters, invitations letters, postcards, envelopes, questionnaires and return envelopes to be mailed to youth for the Youth Poll Spring 2018 administration.

4.4 Ensure all survey instruments and study protocols are compliant with, and reviewed by the Office of the Under Secretary of Defense for Personnel and Readiness (OUSDP&R) Research Regulatory Oversight Office (R2O2) and all personnel involved with the study are up to date on human subjects research and ethics training.

4.5 Conduct surveys on a continually fielding basis such that the following specifications are met:

4.5.1 One administration of the Youth Poll is conducted with a sample of nationally representative respondents between the ages of 16 and 24. For the administration, the sample shall be large enough using probability sampling techniques so that the data may be weighted to the national population and provide meaningful subgroup estimates with reasonable standard error estimates. Specifically, the margin of error should be similar to the average margin of error from the previous two waves and the sample size shall be sufficiently large enough to provide meaningful estimates for race/ethnicity by gender splits per administration. Data weights shall be developed for monthly data sets and module data sets.

and the sample size shall be sufficiently large enough to provide meaningful estimates for race/ethnicity by gender splits per administration. Data weights shall be developed for monthly data sets and wave-level data sets.

4.5.2 Adhere to the following survey specifications:

4.5.2.1 Mail to at least 40,000 youth per module, ensuring sampling accounts for gender, age, and state. Each module should result in roughly 5500 eligible responders.

4.5.2.2 Administer the survey, which should include a pre-notification, a reminder/thank you postcard, and survey packages.

4.5.2.3 Perform quality control checks on survey mailings and data entry.

4.5.2.4 Provide procedures that allows for respondents to ask questions about the survey, to report changes in status/address information, and to make survey requests.

4.6.1 Deliver via email, or other mutually agreeable electronic means, four weighted monthly datasets for data collected during December through March of this period of performance, as well as two complete weighted module dataset covering Fall 2017 and Spring 2018. This data shall be delivered to JAMRS in SPSS and STATA formats. The datasets shall be made in a manner that is consistent with all previous waves of administration. This includes variable names, variable labels, values, and value labels that are consistent across administrations and with the questionnaire.

4.6.2 Deliver Annotated Questionnaires. The Contractor shall create and deliver via email or other electronic means annotated questionnaires, for Fall 2017 and Spring 2018, that link questionnaire items with variables and values in the survey database and shall include and document any administrative items included in the database (such as wave number, date of survey, etc.). The annotated questionnaires shall be delivered within one month after the end of each administration.

4.7 Develop a propensity update briefing deck (i.e., YP Fall 2017) focusing on trends in youth propensity and four executive summaries/snapshots in the form of PowerPoint slides summarizing key trends in propensity and other tracking metrics from the base set of items measured in every Youth Poll questionnaire.

4.8 Develop two briefing deck that highlights key findings from unique aspects of the Summer 2017 and Fall 2017 Youth Poll modules.

4.9 Deliver a weighted dataset covering all CY2017 Youth Poll data to be used for state-level analysis.

4.10 Document the sampling; data collection; weighting; and analytic procedures for the Summer 2017 module and Fall 2017 module in two separate Technical Reports.

4.11 Develop an annual coverage report to evaluate how well the list frame captures the target youth population.

APPROXIMATE YOUTH POLL (YP) SURVEY & BRIEFING DECK SCHEDULE

Period of Performance 15 August 2015 through 14 August 2016

Study Wave	Data Collection (when new sample is released; allow 2 months after last date to end fielding window)	Module Weighted Data	Annotated Questionnaire	Propensity Briefing Deck	Module Briefing Deck
YP38 –	NA	NA	NA	NA	March 2018

Summer 2017					
YP39 - Fall 2017	Sept - December 2017	March 2017	NA	May 2018	July 2016
YP40 - Spring 2018	January - April 2018	August 2018	November 2017	NA	NA

4.12 Develop a briefing deck that summarizes key findings from the Paired Parent Poll data being collected in the fall of 2017 among parents of Youth Poll responders.

4.13 Produce and deliver two Executive Notes (i.e., short white papers) during the period of performance. The Executive Notes shall provide relevant, salient, and readable information as well as attractive graphics and be written for key Government constituents. Executive Notes shall include pertinent findings from the Youth Poll data that benefit DoD personnel involved in recruiting.

4.14 Monthly Status report, which includes the status of relevant issues associated with each tasking and a description of the remaining work to be done on the task.

5.0 DELIVERABLES

Deliverable	Ref.	Delivery Date
Kick-off meeting	Para 4.1	Within 1 week of award date
Written summary of Kick-off meeting	Para 4.1	Within 1 week of kick-off mtg.
YP 2018 Spring Questionnaires	Para 4.2	20 November 2017
YP 2018 Spring Mailing Materials	Para 4.3	14 December 2017
Submit materials for Government R2O2 Review	Para 4.4	At least 2 weeks prior to printing
Weighted YP Fall 2017 Dataset	Para 4.6.1	21 March 2018
Weighted YP Spring 2018 Dataset	Para 4.6.1	21 August 2018
4 Weighted YP Monthly Datasets	Para 4.6.1	December through March of PoP
Fall 2016 Annotated Questionnaire	Para 4.6.2	6 April 2018
Spring 2018 Annotated Questionnaire	Para 4.6.2	7 August 2018
YP 2017 Fall Propensity Deck	Para 4.7	4 May 2018
Monthly YP Executive Summaries (December through March)	Para 4.7	December through March during PoP
YP 2017 Summer Module Brief	Para 4.8	7 March 2018
YP 2017 Fall Module Brief	Para 4.8	10 July 2018
Calendar Year 2017 dataset	Para 4.9	End of PoP
YP 2017 Summer Tech Report	Para 4.10	7 March 2018
YP 2017 Fall Tech Report	Para 4.10	10 July 2018
Annual Coverage Report	Para 4.11	10 July 2018

Deliverable	Ref.	Delivery Date
Paired Parent Brief	Para 4.12	30 May 2018
Internal Briefing on experiment	Para 4.13.1	1 May 2018
Executive summary report on experiment	Para 4.13.2	1 May 2018
Executive Notes	Para 4.14	Prior to end of PoP
Monthly Status Report	Para 4.15	Monthly during PoP by last workday of the month

6.0 GOVERNMENT FURNISHED INFORMATION

6.1 Sample Frame. JAMRS shall provide a sample frame that covers approximately 90% of the youth population (names and addresses for 16-24 year olds) for the Contractor to use to draw the samples for each administration of the Youth Poll.

6.2 Questionnaires. JAMRS shall provide previous Youth Poll questionnaires for the Contractor to use in the development of questionnaires.

CLAUSES INCORPORATED BY FULL TEXT

252.232-7006 WIDE AREA WORKFLOW PAYMENT INSTRUCTIONS (MAY 2013)

(a) Definitions. As used in this clause--

Department of Defense Activity Address Code (DoDAAC) is a six position code that uniquely identifies a unit, activity, or organization.

Document type means the type of payment request or receiving report available for creation in Wide Area WorkFlow (WAWF).

Local processing office (LPO) is the office responsible for payment certification when payment certification is done external to the entitlement system.

(b) Electronic invoicing. The WAWF system is the method to electronically process vendor payment requests and receiving reports, as authorized by DFARS 252.232-7003, Electronic Submission of Payment Requests and Receiving Reports.

(c) WAWF access. To access WAWF, the Contractor shall--

(1) Have a designated electronic business point of contact in the System for Award Management at <https://www.acquisition.gov>; and

(2) Be registered to use WAWF at <https://wawf.eb.mil/> following the step-by-step procedures for self-registration available at this Web site.

(d) WAWF training. The Contractor should follow the training instructions of the WAWF Web-Based Training Course and use the Practice Training Site before submitting payment requests through WAWF. Both can be accessed by selecting the "Web Based Training" link on the WAWF home page at <https://wawf.eb.mil/>.

(e) WAWF methods of document submission. Document submissions may be via Web entry, Electronic Data Interchange, or File Transfer Protocol.

(f) WAWF payment instructions. The Contractor must use the following information when submitting payment requests and receiving reports in WAWF for this contract/order:

(1) Document type. The Contractor shall use the following document type(s).

Invoice 2 n 1

(2) Inspection/acceptance location. The Contractor shall select the following inspection/acceptance location(s) in WAWF, as specified by the contracting officer.

Inspection: Destination
 Acceptance: Destination

(3) Document routing. The Contractor shall use the information in the Routing Data Table below only to fill in applicable fields in WAWF when creating payment requests and receiving reports in the system.

Routing Data Table*

Field Name in WAWF	Data to be entered in WAWF
Pay Official DoDAAC	HQ0790
Issue By DoDAAC	H98210
Admin DoDAAC	H98210
Inspect By DoDAAC	_____
Ship To Code	_____
Ship From Code	_____
Mark For Code	_____
Service Approver (DoDAAC)	HQ0584
Service Acceptor (DoDAAC)	HQ0584
Accept at Other DoDAAC	_____
LPO DoDAAC	_____
DCAA Auditor DoDAAC	_____
Other DoDAAC(s)	_____

(4) Payment request and supporting documentation. The Contractor shall ensure a payment request includes appropriate contract line item and subline item descriptions of the work performed or supplies delivered, unit price/cost per unit, fee (if applicable), and all relevant back-up documentation, as defined in DFARS Appendix F, (e.g. timesheets) in support of each payment request.

(5) WAWF email notifications. The Contractor shall enter the email address identified below in the "Send Additional Email Notifications" field of WAWF once a document is submitted in the system.

Contract Specialist:
 COR:

(b)(6)	
--------	--

(g) WAWF point of contact. (1) The Contractor may obtain clarification regarding invoicing in WAWF from the following contracting activity's WAWF point of contact.

WAWF POC:

(b)(6)

(2) For technical WAWF help, contact the WAWF helpdesk at 866-618-5988.

(End of clause)

SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS
 OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, AND 30

1. REQUISITION NUMBER
 H9821073170

PAGE 1 OF 9

2. CONTRACT NO.
 H98210-15-D-0001

3. AWARD/EFFECTIVE DATE
 08-Sep-2017

4. ORDER NUMBER
 H9821017F0122

5. SOLICITATION NUMBER

6. SOLICITATION ISSUE DATE

7. FOR SOLICITATION INFORMATION CALL:

a. NAME

b. TELEPHONE NUMBER (No Collect Calls)

8. OFFER DUE DATE/LOCAL TIME

9. ISSUED BY
 DEFENSE HUMAN RESOURCES ACTIVITY
 4800 MARK CENTER DRIVE,
 (b)(6)
 ALEXANDRIA VA 22350-4000

CODE H98210

10. THIS ACQUISITION IS
 UNRESTRICTED OR SET ASIDE: 100% FOR:
 SMALL BUSINESS WOMEN-OWNED SMALL BUSINESS (WOSB)
 HUBZONE SMALL BUSINESS ELIGIBLE UNDER THE WOMEN-OWNED SMALL BUSINESS PROGRAM
 SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS EDWOSB NAICS: 541910
 B(A) SIZE STANDARD: \$14,000,000

11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED
 SEE SCHEDULE

12. DISCOUNT TERMS
 Net 30

13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700)

13b. RATING

14. METHOD OF SOLICITATION
 RFQ IFB RFP

15. DELIVER TO
 JOINT ADVERT, MKT RES, STUDIES (JAMRS)
 (b)(6)
 1919 SOUTH EADS STREET SUITE 100
 ARLINGTON VA 22202

CODE HQ0584

16. ADMINISTERED BY
SEE ITEM 9

CODE

17a. CONTRACTOR/OFFEROR
 FORS MARSH GROUP (b)(6)
 (b)(6)
 1010 N. GLEBE RD, STE 510
 ARLINGTON VA 22201-5761
 TELEPHONE NO. 703-858-3799

CODE 360C2

FACILITY CODE

18a. PAYMENT WILL BE MADE BY
 DFAS COLUMBUS CENTER
 DAVIDHRA - ACCOUNTS PAYABLE DIRECTORATE
 PO BOX 183140
 COLUMBUS OH 43218-3140

CODE HQ0790

17b. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER

18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a. UNLESS BLOCK BELOW IS CHECKED SEE ADDENDUM

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
SEE SCHEDULE					

25. ACCOUNTING AND APPROPRIATION DATA
See Schedule

26. TOTAL AWARD AMOUNT (For Govt. Use Only)
\$489,912.00

27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1, 52.212-4, FAR 52.212-3, 52.212-5 ARE ATTACHED. ADDENDA ARE ARE NOT ATTACHED

27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4, FAR 52.212-5 IS ATTACHED. ADDENDA ARE ARE NOT ATTACHED

28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN 0 COPIES TO ISSUING OFFICE. CONTRACTOR AGREES TO FURNISH AND DELIVER ALL ITEMS SET FORTH OR OTHERWISE IDENTIFIED ABOVE AND ON ANY ADDITIONAL SHEETS SUBJECT TO THE TERMS AND CONDITIONS SPECIFIED.

29. AWARD OF CONTRACT: REF. Proposal dated 8-1-17 OFFER DATED . YOUR OFFER ON SOLICITATION (BLOCK 5), INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN, IS ACCEPTED AS TO ITEMS: SEE SCHEDULE

30a. SIGNATURE OF OFFEROR/CONTRACTOR

31a. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER)
 (b)(6)

30b. NAME AND TITLE OF SIGNER (TYPE OR PRINT)

30c. DATE SIGNED

31b. NAME OF CONTRACTING OFFICER (TYPE OR PRINT)
 (b)(6) CONTRACTING OFFICER
 TEL: (b)(6)
 EMAIL: (b)(6)

31c. DATE SIGNED
 11-Aug-2017

**SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS
(CONTINUED)**

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
<p>SEE SCHEDULE</p>					

32a. QUANTITY IN COLUMN 21 HAS BEEN
 RECEIVED INSPECTED ACCEPTED, AND CONFORMS TO THE CONTRACT, EXCEPT AS NOTED: _____

32b. SIGNATURE OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32c. DATE	32d. PRINTED NAME AND TITLE OF AUTHORIZED GOVERNMENT REPRESENTATIVE
--	-----------	---

32e. MAILING ADDRESS OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32f. TELEPHONE NUMBER OF AUTHORIZED GOVERNMENT REPRESENTATIVE
	32g. E-MAIL OF AUTHORIZED GOVERNMENT REPRESENTATIVE

33. SHIP NUMBER <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	34. VOUCHER NUMBER	35. AMOUNT VERIFIED CORRECT FOR	36. PAYMENT <input type="checkbox"/> COMPLETE <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	37. CHECK NUMBER
--	--------------------	---------------------------------	--	------------------

38. S/R ACCOUNT NUMBER	39. S/R VOUCHER NUMBER	40. PAID BY
------------------------	------------------------	-------------

41a. I CERTIFY THIS ACCOUNT IS CORRECT AND PROPER FOR PAYMENT	42a. RECEIVED BY (<i>Print</i>)		
41b. SIGNATURE AND TITLE OF CERTIFYING OFFICER	41c. DATE	42b. RECEIVED AT (<i>Location</i>)	
		42c. DATE REC'D (<i>YY/MM/DD</i>)	42d. TOTAL CONTAINERS

Section SF 1449 - CONTINUATION SHEET

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT	
2001	Survey Services and Market Research	479,832	Each	\$1.00	\$479,832.00	
EXERCISED OPTION	FFP FY17 JAMRS/OPA Qualitative Insights FOB: Destination PURCHASE REQUEST NUMBER: H9821073170					
					NET AMT	\$479,832.00
ACRN AA CIN: H98210731700001						\$479,832.00

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT	
2002	Travel COST	1	Unitless		\$10,080.00 NTE	
EXERCISED OPTION	FOB: Destination PURCHASE REQUEST NUMBER: H9821073170					
					ESTIMATED COST	\$10,080.00
ACRN AA CIN: H98210731700002						\$10,080.00

INSPECTION AND ACCEPTANCE TERMS

Supplies/services will be inspected/accepted at:

CLIN	INSPECT AT	INSPECT BY	ACCEPT AT	ACCEPT BY
2001	Destination	Government	Destination	Government
2002	Destination	Government	Destination	Government

DELIVERY INFORMATION

CLIN	DELIVERY DATE	QUANTITY	SHIP TO ADDRESS	DODAAC / CAGE
2001	POP 08-SEP-2017 TO 07-SEP-2018	N/A	JOINT ADVERT, MKT RES, STUDIES (JAMRS) (b)(6) 1919 SOUTH EADS STREET SUITE 100 ARLINGTON VA 22202 (b)(6) FOB: Destination	HQ0584
2002	POP 08-SEP-2017 TO 07-SEP-2018	N/A	(SAME AS PREVIOUS LOCATION) FOB: Destination	HQ0584

ACCOUNTING AND APPROPRIATION DATA

AA: 012147 097 0100 000 N 20172017 D 7300 FY17_OPA_JAMRS Research OPA 251
AMOUNT: \$489,912.00

ACRN	CLIN/SLIN	CIN	AMOUNT
AA	2001	H98210731700001	\$479,832.00
	2002	H98210731700002	\$10,080.00

ADMINISTRATIVE INFORMATION

Contract Specialist:

(b)(6)

(b)(6)

Performance Work Statement FY17 JAMRS/OPA Qualitative Insights

1.0 INTRODUCTION

The Joint Advertising, Market Research and Studies (JAMRS) program, within the Office of People Analytics (OPA), requires Contractor services to gather qualitative information. Specifically, literature reviews, pilot studies, interviews, and focus groups (group and individually based) will be conducted to gain insights on timely issues likely to impact recruiting, and unexpected findings identified in the JAMRS' large scale tracking studies or specialized market research efforts.

2.0 BACKGROUND

JAMRS is an official DoD program for joint marketing communications and market research and studies. Its mission is to measure and help broaden people's understanding of military service as a career option, and its programs help bolster the effectiveness of all the Services' recruiting and retention efforts. One of JAMRS' core functions is to perform market and recruiting studies in order to provide valuable resources to recruiting professionals across all branches of the Military and agencies of the Department of Defense (DoD). The results of JAMRS' large scale tracking studies or specialized market research efforts often leave the Services' Recruiting Commands with additional questions about the market. Thus, the goal of this effort is to delve deeper into key issues of interest in an effort to provide the Services with qualitative or experimental insight on new methodologies for gathering information, unexpected result, specific topics, or subgroups of particular interest to military recruiting.

3.0 SCOPE

The Contractor shall provide all personnel, equipment, materials and other items necessary to perform the FY15 Qualitative Insights requirements.

4.0 REQUIREMENTS *The Contractor shall:*

- 4.1 Attend a kickoff meeting in Arlington, Va. The purpose of the kickoff meeting is to clarify JAMRS' objectives and to discuss how the Contractor will address those objectives. The Contractor shall provide JAMRS a written summary of the kick-off meeting discussion along with a plan for research.
- 4.2 Conduct 15- 20 cognitive interviews to obtain feedback on new survey items or concepts of interest.
 - 4.2.1 Provide JAMRS a key findings report on the results of the cognitive interviews.
- 4.3 Conduct 16 in-person focus group in different locations throughout the PoP.
 - 4.3.1 Provide JAMRS with a draft of the focus group exercises and discussion guide at least two weeks prior to conducting a set of focus groups. The final set of exercises will address any feedback provided by JAMRS.
 - 4.3.2 Describe key insights gained from the focus groups in at least two executive notes. Each executive note should focus on a specific topic that was discussed during a set of focus groups. The executive notes should describe the insights and highlight the possible implications as well as recommendation for the Department and the Services' Recruiting Commands. The executive notes should utilize specific quotes from the groups.
 - 4.3.3 Provide all recorded footage of focus groups to JAMRS on a DVD or stored on the JAMRS interval network drive.
- 4.4 Conduct an experimental evaluation of one or more of JAMRS advertising and outreach efforts concentrating on key markets or segments of interest.
 - 4.4.1 Document the results of the JAMRS outreach experimental evaluation in an executive summary. The contractor shall provide JAMRS personnel two weeks to review an initial draft and incorporate feedback into the final draft.
 - 4.4.2 Document and present the results of the experimental evaluation in an executive briefing. This briefing should be presented to JAMRS personnel. Feedback from JAMRS shall be incorporated into the final version that should be appropriate for the wider OPA and DoD community.
- 4.5 Provide the COR with a Monthly Status report, which includes the status of relevant issues associated with each tasking and a description of the remaining work to be done on the task.

5.0 DELIVERABLES

Deliverable	Ref.	Delivery Date (on or about)
Kick-off meeting	Para 4.1	Within 1 week of award

Deliverable	Ref.	Delivery Date (on or about)
Written summary of Kick-off meeting	Para 4.1	Within 1 week of meeting
Cognitive Interview Report	Para 4.2.1	Within 8 months of kick-off
Executive Note 1	Para 4.3.2	Prior to end of PoP
Executive Note 2	Para 4.3.2	Prior to end of PoP
Focus Group Recordings	Para 4.3.3	Within 2 weeks of completion of each focus group session
Experimental Eval Exec Summary	Para 4.4.1	Prior to end of PoP
Experimental Eval Briefing	Para 4.4.2	Prior to end of PoP
Monthly Status Meeting	Para 4.5	Monthly during PoP

6.0 GOVERNMENT FURNISHED INFORMATION

6.1 Personnel. The Government will provide personnel to assist with data collection plans for interviews, web-scraping pilot, and for focus group discussion guide development and review.

7.0 TRAVEL

7.1 The Contractor shall be required to travel to various CONUS locations during the performance of this task order to conduct focus groups. All travel requires Government prior approval/authorization by the COR.

Estimated travel during PoP may include:

- Four (4) three-day round-trips of three (3) contractor personnel from Arlington, VA to locations across the continental US, such as: Phoenix, AZ; Omaha, NE; Detroit, MI; and Providence, RI.

CLAUSES INCORPORATED BY FULL TEXT

252.232-7006 WIDE AREA WORKFLOW PAYMENT INSTRUCTIONS (MAY 2013)

(a) Definitions. As used in this clause--

Department of Defense Activity Address Code (DoDAAC) is a six position code that uniquely identifies a unit, activity, or organization.

Document type means the type of payment request or receiving report available for creation in Wide Area WorkFlow (WAWF).

Local processing office (LPO) is the office responsible for payment certification when payment certification is done external to the entitlement system.

(b) Electronic invoicing. The WAWF system is the method to electronically process vendor payment requests and receiving reports, as authorized by DFARS 252.232-7003, Electronic Submission of Payment Requests and Receiving Reports.

(c) WAWF access. To access WAWF, the Contractor shall--

(1) Have a designated electronic business point of contact in the System for Award Management at <https://www.acquisition.gov>; and

(2) Be registered to use WAWF at <https://wawf.eb.mil/> following the step-by-step procedures for self-registration available at this Web site.

(d) WAWF training. The Contractor should follow the training instructions of the WAWF Web-Based Training Course and use the Practice Training Site before submitting payment requests through WAWF. Both can be accessed by selecting the "Web Based Training" link on the WAWF home page at <https://wawf.eb.mil/>.

(e) WAWF methods of document submission. Document submissions may be via Web entry, Electronic Data Interchange, or File Transfer Protocol.

(f) WAWF payment instructions. The Contractor must use the following information when submitting payment requests and receiving reports in WAWF for this contract/order:

(1) Document type. The Contractor shall use the following document type(s).

2 n 1

(2) Inspection/acceptance location. The Contractor shall select the following inspection/acceptance location(s) in WAWF, as specified by the contracting officer.

Inspection: Destination
Acceptance: Destination

(3) Document routing. The Contractor shall use the information in the Routing Data Table below only to fill in applicable fields in WAWF when creating payment requests and receiving reports in the system.

Routing Data Table*

Field Name in WAWF	Data to be entered in WAWF
Pay Official DoDAAC	HQ0790
Issue By DoDAAC	H98210
Admin DoDAAC	H98210
Inspect By DoDAAC	_____
Ship To Code	_____
Ship From Code	_____
Mark For Code	_____
Service Approver (DoDAAC)	HQ0584
Service Acceptor (DoDAAC)	HQ0584
Accept at Other DoDAAC	_____
LPO DoDAAC	_____
DCAA Auditor DoDAAC	_____
Other DoDAAC(s)	_____

(4) Payment request and supporting documentation. The Contractor shall ensure a payment request includes appropriate contract line item and subline item descriptions of the work performed or supplies delivered, unit price/cost per unit, fee (if applicable), and all relevant back-up documentation, as defined in DFARS Appendix F, (e.g. timesheets) in support of each payment request.

(5) WAWF email notifications. The Contractor shall enter the email address identified below in the "Send Additional Email Notifications" field of WAWF once a document is submitted in the system.

Contract Specialist:

(b)(6)

COR:

(g) WAWF point of contact. (1) The Contractor may obtain clarification regarding invoicing in WAWF from the following contracting activity's WAWF point of contact.

WAWF POC:

(b)(6)

(2) For technical WAWF help, contact the WAWF helpdesk at 866-618-5988.

(End of clause)

2. CONTRACT NO.
H98210-15-D-0001

3. AWARD/EFFECTIVE DATE
15-Sep-2017

4. ORDER NUMBER
H9821017F0039

5. SOLICITATION NUMBER

6. SOLICITATION ISSUE DATE

7. FOR SOLICITATION INFORMATION CALL:

a. NAME

b. TELEPHONE NUMBER (No Collect Calls)

8. OFFER DUE DATE/LOCAL TIME

9. ISSUED BY
 DEFENSE HUMAN RESOURCES ACTIVITY
 4800 MARK CENTER DRIVE,
 (b)(6)
 ALEXANDRIA VA 22350-4000
 TEL:
 FAX:

CODE H98210

10. THIS ACQUISITION IS
 UNRESTRICTED OR SET ASIDE: _____ % FOR:
 SMALL BUSINESS WOMEN-OWNED SMALL BUSINESS (WOSB) ELIGIBLE UNDER THE WOMEN-OWNED SMALL BUSINESS PROGRAM
 HUBZONE SMALL BUSINESS EDWOSB NAICS: 541910
 SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS 8(A) SIZE STANDARD: \$14,000,000

11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED
 SEE SCHEDULE

12. DISCOUNT TERMS
Net 30

13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700)

13b. RATING

14. METHOD OF SOLICITATION
 RFO IFB RFP

15. DELIVER TO
 JOINT ADVERT. MKT RES. STUDIES (JAMRS)
 TAYLOR POLING FAIRLEY
 1919 SOUTH EADS STREET SUITE 100
 ARLINGTON VA 22202

CODE HQ0584

16. ADMINISTERED BY
SEE ITEM 9

CODE

17a. CONTRACTOR/OFFEROR
 FORS MARSH GROUP
 (b)(6)
 1010 N. GLEBE RD, STE 510
 ARLINGTON VA 22201-5761
 TELEPHONE NO. 703-858-3799

CODE 360G2

FACILITY CODE

18a. PAYMENT WILL BE MADE BY
 DFAS COLUMBUS CENTER
 DAVIDHRA - ACCOUNTS PAYABLE DIRECTORATE
 PO BOX 183140
 COLUMBUS OH 43218-3140

CODE HQ0790

17b. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER

18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a. UNLESS BLOCK BELOW IS CHECKED SEE ADDENDUM

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
SEE SCHEDULE					

25. ACCOUNTING AND APPROPRIATION DATA
See Schedule

26. TOTAL AWARD AMOUNT (For Govt. Use Only)
\$406,574.37

27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1, 52.212-4, FAR 52.212-3, 52.212-5 ARE ATTACHED. ADDENDA ARE ARE NOT ATTACHED

27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4, FAR 52.212-5 IS ATTACHED. ADDENDA ARE ARE NOT ATTACHED

28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN 0 COPIES TO ISSUING OFFICE. CONTRACTOR AGREES TO FURNISH AND DELIVER ALL ITEMS SET FORTH OR OTHERWISE IDENTIFIED ABOVE AND ON ANY ADDITIONAL SHEETS SUBJECT TO THE TERMS AND CONDITIONS SPECIFIED.

29. AWARD OF CONTRACT: REF. Proposal dated August 16, 2017 OFFER DATED . YOUR OFFER ON SOLICITATION (BLOCK 5), INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN, IS ACCEPTED AS TO ITEMS: SEE SCHEDULE

30a. SIGNATURE OF OFFEROR/CONTRACTOR

31a. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER)
 (b)(6)

30b. NAME AND TITLE OF SIGNER (TYPE OR PRINT)

30c. DATE SIGNED

31b. NAME OF CONTRACTING OFFICER (TYPE OR PRINT)
 (b)(6) CONTRACTING OFFICER
 (b)(6)
 EMAIL: (b)(6)

31c. DATE SIGNED
 24-Aug-2017

**SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS
(CONTINUED)**

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
SEE SCHEDULE					

32a. QUANTITY IN COLUMN 21 HAS BEEN
 RECEIVED INSPECTED ACCEPTED, AND CONFORMS TO THE CONTRACT, EXCEPT AS NOTED: _____

32b. SIGNATURE OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32c. DATE	32d. PRINTED NAME AND TITLE OF AUTHORIZED GOVERNMENT REPRESENTATIVE
--	-----------	---

32e. MAILING ADDRESS OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32f. TELEPHONE NUMBER OF AUTHORIZED GOVERNMENT REPRESENTATIVE
	32g. E-MAIL OF AUTHORIZED GOVERNMENT REPRESENTATIVE

33. SHIP NUMBER <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	34. VOUCHER NUMBER	35. AMOUNT VERIFIED CORRECT FOR	36. PAYMENT <input type="checkbox"/> COMPLETE <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	37. CHECK NUMBER
--	--------------------	---------------------------------	--	------------------

38. S/R ACCOUNT NUMBER	39. S/R VOUCHER NUMBER	40. PAID BY
------------------------	------------------------	-------------

41a. I CERTIFY THIS ACCOUNT IS CORRECT AND PROPER FOR PAYMENT 41b. SIGNATURE AND TITLE OF CERTIFYING OFFICER	41c. DATE	42a. RECEIVED BY <i>(Print)</i>	
		42b. RECEIVED AT <i>(Location)</i>	
		42c. DATE REC'D <i>(YY/MM/DD)</i>	42d. TOTAL CONTAINERS

Section SF 1449 - CONTINUATION SHEET

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT	
2001	Survey Services and Market Research	402,305.04	Each	\$1.00	\$402,305.04	
EXERCISED OPTION	FFP FY17 Prior Service Tracking Study FOB: Destination PURCHASE REQUEST NUMBER: H9821073304-0001					
					NET AMT	\$402,305.04
ACRN AA CIN: H98210733040001						\$402,305.04

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT	
2002	Travel COST	1	Unitless		\$4,269.33 NTE	
EXERCISED OPTION	FOB: Destination PURCHASE REQUEST NUMBER: H9821073304-0001					
					ESTIMATED COST	\$4,269.33
ACRN AA CIN: H98210733040002						\$4,269.33

INSPECTION AND ACCEPTANCE TERMS

Supplies/services will be inspected/accepted at:

CLIN	INSPECT AT	INSPECT BY	ACCEPT AT	ACCEPT BY
2001	Destination	Government	Destination	Government
2002	Destination	Government	Destination	Government

DELIVERY INFORMATION

CLIN	DELIVERY DATE	QUANTITY	SHIP TO ADDRESS	DODAAC / CAGE
2001	POP 15-SEP-2017 TO 14-SEP-2018	N/A	JOINT ADVERT, MKT RES, STUDIES (JAMRS) (b)(6) 1919 SOUTH EADS STREET SUITE 100 ARLINGTON VA 22202 (b)(6) FOB: Destination	HQ0584
2002	POP 15-SEP-2017 TO 14-SEP-2018	N/A	(SAME AS PREVIOUS LOCATION) FOB: Destination	HQ0584

ACCOUNTING AND APPROPRIATION DATA

AA: 012147 097 0100 000 N 20172017 D 7300 FY17_OPA_JAMRS Research OPA 251
AMOUNT: \$406,574.37

ACRN	CLIN/SLIN	CIN	AMOUNT
AA	2001	H98210733040001	\$402,305.04
	2002	H98210733040002	\$4,269.33

ADMINISTRATIVE INFORMATION

Contract Specialist:

(b)(6)

(b)(6)

Performance Work Statement FY17 JAMRS/OPA Prior Service Tracking Study

1.0 INTRODUCTION

The Joint Advertising, Market Research and Studies (JAMRS) program, within the Office of People Analytics (OPA), requires Contractor services to gather attitudes and opinions from Prior Service members. Specifically, a large scale tracking survey of a sample of prior service members and qualitative interviews of a subset of this sample will be conducted to gain recruiting related insights and attitudinal trends over time.

2.0 BACKGROUND

JAMRS is an official DoD program for joint marketing communications and market research and studies. Its mission is to measure and help broaden people's understanding of military service as a career option, and its programs help bolster the effectiveness of all the Services' recruiting and retention efforts. One of JAMRS' core functions is to perform market and recruiting studies in order to provide valuable resources to recruiting professionals across all branches of the Military and agencies of the Department of Defense (DoD).

One area that the Recruiting Commands have been struggling with is the recruitment of prior service members. This is particularly evident for the Reserve and Guard components of the Military. Accordingly, the Services have an ongoing need for information on the prior service market. To meet this need, JAMRS has instituted the Prior Service Tracking Survey designed to be an ongoing survey to periodically assess the state of the prior service recruiting market. The Prior Service Survey tracks:

- Propensity to reenlisted
- Knowledge of Reserve and Guard career options and benefits
- Satisfaction with service
- Reasons to reenlist and reasons not to reenlist
- Advertising awareness
- Perceptions of current events and the economy

3.0 SCOPE

The Contractor shall provide all personnel, equipment, materials and other items necessary to perform the FY17 Prior Service Tracking Study.

4.0 REQUIREMENTS The Contractor shall:

- 4.1 Attend a kickoff meeting in Alexandria, Va. The purpose of the kickoff meeting is to clarify JAMRS' objectives and to discuss how the Contractor will address those objectives. The Contractor shall provide JAMRS a written summary of the kick-off meeting discussion along with a plan for research.
- 4.2 Develop a questionnaire in coordination with JAMRS personnel and Service specific representatives. The questionnaire should include items regarding propensity, knowledge/awareness of benefits of joining the Reserve and Guard, and reasons why and why not to reenlist, advertising awareness and reactions to current events. Many of these items should be based on items used in previous surveys of prior service members that will be provided by the Government. Ensure survey and protocol is compliant with the Research Regulatory Oversight Office (R2O2) Human Research Protection Program (HRPP) regulations.
- 4.3 Administer the survey to a nationally representative sample of prior service members. Subgroups of interest include enlisted and officer members, prior service members from each service.
- 4.4 Execute analyses to determine key metrics regarding the prior service market including the following:

- Determine proportion of the prior service market that is propensed to reenlist.
- Evaluate the relationship between interest in reenlisting in the Military and variables such as satisfaction with time in service, perceived career alternatives and perception of the job market.
- Determine the primary reasons why prior service members separated from service.
- Determine the primary reasons why prior service members would or would not reenlist.

- 4.5 Document the data collection plan, weighting and sampling plan, processes and analytic techniques in a technical report.
- 4.6 Provide clean and weighted data in SPSS or STATA format.
- 4.7 Provide frequencies for close-ended survey items by response options in a topline report.
- 4.8 Provide key findings in an enlisted results briefing and an executive note as well as an officer results briefing and an executive note.
- 4.9 Conduct in-depth interviews with a minimum of ten prior service members to supplement quantitative survey findings.
- 4.10 Document insights gained from the interviews in an executive note.
- 4.11 Provide the COR with a Monthly Status report including the status of relevant issues associated with each tasking and a description of the remaining work to be done on the task.

5.0 DELIVERABLES

Deliverable	Ref.	Delivery Date (on or about)
Written summary of Kick-off meeting	Para 4.1	Two weeks after kick-off
Survey	Para 4.2	Two months after start of PoP
Technical Report	Para 4.5	Ten months after start of PoP
Weighted Dataset	Para 4.6	Nine months after start of PoP
Topline Report	Para 4.7	Ten months after start of PoP
Enlisted Results briefing and Executive Note	Para 4.8	End of PoP
Officer Results briefing and Executive Note	Para 4.8	End of PoP
In-Depth Interview Executive Note	4.10	End of PoP
MONTHLY STATUS REPORT	Para 4.11	Monthly during PoP

6.0 GOVERNMENT FURNISHED INFORMATION

The Government shall provide previous prior service questionnaires and the Prior Service Master File for the sampling frame along with personnel to assist with the development of th questionnaire.

7.0 TRAVEL

The Contractor shall be required to travel to various CONUS locations during the performance of this task order to present findings to Service leadership. All travel requires Government prior approval. Estimated travel may include:

- 1 two-day round-trip of one contractor personnel to Ft. Knox, KY.
- 1 two-day round-trip of one contractor personnel to Millington, TN.
- 1 two-day round-trip of one contractor personnel to San Antonio, TX.
- 1 two-day round-trip of one contractor personnel to Atlanta, GA.

CLAUSES INCORPORATED BY FULL TEXT

252.232-7006 WIDE AREA WORKFLOW PAYMENT INSTRUCTIONS (MAY 2013)

(a) Definitions. As used in this clause--

Department of Defense Activity Address Code (DoDAAC) is a six position code that uniquely identifies a unit, activity, or organization.

Document type means the type of payment request or receiving report available for creation in Wide Area WorkFlow (WAWF).

Local processing office (LPO) is the office responsible for payment certification when payment certification is done external to the entitlement system.

(b) Electronic invoicing. The WAWF system is the method to electronically process vendor payment requests and receiving reports, as authorized by DFARS 252.232-7003, Electronic Submission of Payment Requests and Receiving Reports.

(c) WAWF access. To access WAWF, the Contractor shall--

(1) Have a designated electronic business point of contact in the System for Award Management at <https://www.acquisition.gov>; and

(2) Be registered to use WAWF at <https://wawf.eb.mil/> following the step-by-step procedures for self-registration available at this Web site.

(d) WAWF training. The Contractor should follow the training instructions of the WAWF Web-Based Training Course and use the Practice Training Site before submitting payment requests through WAWF. Both can be accessed by selecting the "Web Based Training" link on the WAWF home page at <https://wawf.eb.mil/>.

(e) WAWF methods of document submission. Document submissions may be via Web entry, Electronic Data Interchange, or File Transfer Protocol.

(f) WAWF payment instructions. The Contractor must use the following information when submitting payment requests and receiving reports in WAWF for this contract/order:

(1) Document type. The Contractor shall use the following document type(s).

(2) Inspection/acceptance location. The Contractor shall select the following inspection/acceptance location(s) in WAWF, as specified by the contracting officer.

Inspection: Destination
Acceptance: Destination

(3) Document routing. The Contractor shall use the information in the Routing Data Table below only to fill in applicable fields in WAWF when creating payment requests and receiving reports in the system.

Routing Data Table*

Field Name in WAWF	Data to be entered in WAWF
Pay Official DoDAAC	HQ0790
Issue By DoDAAC	H98210
Admin DoDAAC	H98210
Inspect By DoDAAC	_____
Ship To Code	_____
Ship From Code	_____
Mark For Code	_____
Service Approver (DoDAAC)	HQ0584
Service Acceptor (DoDAAC)	HQ0584
Accept at Other DoDAAC	_____
LPO DoDAAC	_____
DCAA Auditor DoDAAC	_____
Other DoDAAC(s)	_____

(4) Payment request and supporting documentation. The Contractor shall ensure a payment request includes appropriate contract line item and subline item descriptions of the work performed or supplies delivered, unit price/cost per unit, fee (if applicable), and all relevant back-up documentation, as defined in DFARS Appendix F, (e.g. timesheets) in support of each payment request.

(5) WAWF email notifications. The Contractor shall enter the email address identified below in the "Send Additional Email Notifications" field of WAWF once a document is submitted in the system.

Contract Specialist:
COR:

(b)(6)

(g) WAWF point of contact. (1) The Contractor may obtain clarification regarding invoicing in WAWF from the following contracting activity's WAWF point of contact.

WAWF POC:

(b)(6)

(2) For technical WAWF help, contact the WAWF helpdesk at 866-618-5988.

(End of clause)

SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS
 OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, AND 30

1. REQUISITION NUMBER
 H9821073333

2. CONTRACT NO.
 H98210-15-D-0001

3. AWARD/EFFECTIVE DATE
 19-Sep-2017

4. ORDER NUMBER
 H9821017F0136

5. SOLICITATION NUMBER

6. SOLICITATION ISSUE DATE

7. FOR SOLICITATION INFORMATION CALL:

a. NAME

b. TELEPHONE NUMBER (No Collect Calls)

8. OFFER DUE DATE/LOCAL TIME

9. ISSUED BY
 DEFENSE HUMAN RESOURCES ACTIVITY
 4800 MARK CENTER DRIVE,
 (b)(6)
 ALEXANDRIA VA 22350-4000

CODE H98210

10. THIS ACQUISITION IS
 UNRESTRICTED OR SET ASIDE: 100% FOR:
 SMALL BUSINESS
 HUBZONE SMALL BUSINESS
 SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS

WOMEN-OWNED SMALL BUSINESS (WOSB) ELIGIBLE UNDER THE WOMEN-OWNED SMALL BUSINESS PROGRAM
 EDWOSB
 8(A)

NAICS: 541910
 SIZE STANDARD: \$14,000,000

11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED
 SEE SCHEDULE

12. DISCOUNT TERMS
 Net 30

13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700)

13b. RATING

14. METHOD OF SOLICITATION
 RFQ IFB RFP

15. DELIVER TO
 JOINT ADVERT. MKT RES. STUDIES (JAMRS)
 (b)(6)
 1919 SOUTH EADS STREET SUITE 100
 ARLINGTON VA 22202

CODE HQ0584

16. ADMINISTERED BY
SEE ITEM 9

17a. CONTRACTOR/OFFEROR
 FORS MARSH GROUP
 (b)(6)
 1010 N. GLEBE RD, STE 510
 ARLINGTON VA 22201-5761

CODE 360C2

FACILITY CODE

18a. PAYMENT WILL BE MADE BY
 DFAS COLUMBUS CENTER
 DAVIDHRA - ACCOUNTS PAYABLE DIRECTORATE
 PO BOX 183140
 COLUMBUS OH 43218-3140

CODE HQ0790

17b. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER

18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a. UNLESS BLOCK BELOW IS CHECKED SEE ADDENDUM

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
SEE SCHEDULE					

25. ACCOUNTING AND APPROPRIATION DATA
See Schedule

26. TOTAL AWARD AMOUNT (For Govt. Use Only)
\$469,775.88

27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1, 52.212-4, FAR 52.212-3, 52.212-5 ARE ATTACHED. ADDENDA ARE ARE NOT ATTACHED

27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4, FAR 52.212-5 IS ATTACHED. ADDENDA ARE ARE NOT ATTACHED

28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN 0 COPIES TO ISSUING OFFICE. CONTRACTOR AGREES TO FURNISH AND DELIVER ALL ITEMS SET FORTH OR OTHERWISE IDENTIFIED ABOVE AND ON ANY ADDITIONAL SHEETS SUBJECT TO THE TERMS AND CONDITIONS SPECIFIED.

29. AWARD OF CONTRACT: REF. Proposal dated 28 August 2017 OFFER DATED . YOUR OFFER ON SOLICITATION (BLOCK 5), INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN, IS ACCEPTED AS TO ITEMS: SEE SCHEDULE

30a. SIGNATURE OF OFFEROR/CONTRACTOR

31a. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER)
 (b)(6)

30b. NAME AND TITLE OF SIGNER
 (TYPE OR PRINT)

30c. DATE SIGNED

31b. NAME OF CONTRACTING OFFICER (TYPE OR PRINT)
 (b)(6) CONTRACTING OFFICER
 TEL: (b)(6)
 EMAIL: (b)(6)

31c. DATE SIGNED
 31-Aug-2017

**SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS
(CONTINUED)**

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
<p>SEE SCHEDULE</p>					

32a. QUANTITY IN COLUMN 21 HAS BEEN
 RECEIVED INSPECTED ACCEPTED, AND CONFORMS TO THE CONTRACT, EXCEPT AS NOTED: _____

32b. SIGNATURE OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32c. DATE	32d. PRINTED NAME AND TITLE OF AUTHORIZED GOVERNMENT REPRESENTATIVE
--	-----------	---

32e. MAILING ADDRESS OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32f. TELEPHONE NUMBER OF AUTHORIZED GOVERNMENT REPRESENTATIVE
	32g. E-MAIL OF AUTHORIZED GOVERNMENT REPRESENTATIVE

33. SHIP NUMBER <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	34. VOUCHER NUMBER	35. AMOUNT VERIFIED CORRECT FOR	36. PAYMENT <input type="checkbox"/> COMPLETE <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	37. CHECK NUMBER
--	--------------------	---------------------------------	--	------------------

38. S/R ACCOUNT NUMBER	39. S/R VOUCHER NUMBER	40. PAID BY
------------------------	------------------------	-------------

41a. I CERTIFY THIS ACCOUNT IS CORRECT AND PROPER FOR PAYMENT	42a. RECEIVED BY <i>(Print)</i>		
41b. SIGNATURE AND TITLE OF CERTIFYING OFFICER	41c. DATE	42b. RECEIVED AT <i>(Location)</i>	
		42c. DATE REC'D <i>(YY/MM/DD)</i>	42d. TOTAL CONTAINERS

Section SF 1449 - CONTINUATION SHEET

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
2001 EXERCISED OPTION	Survey Services and Market Research FFP FOB: Destination PURCHASE REQUEST NUMBER: H9821073333	469,775.88	Each	\$1.00	\$469,775.88
NET AMT					\$469,775.88
ACRN AA CIN: H98210733330001					\$469,775.88

INSPECTION AND ACCEPTANCE TERMS

Supplies/services will be inspected/accepted at:

CLIN	INSPECT AT	INSPECT BY	ACCEPT AT	ACCEPT BY
2001	Destination	Government	Destination	Government

DELIVERY INFORMATION

CLIN	DELIVERY DATE	QUANTITY	SHIP TO ADDRESS	DODAAC / CAGE
2001	POP 19-SEP-2017 TO 18-SEP-2018	N/A	JOINT ADVERT, MKT RES, STUDIES (JAMRS) (b)(6) 1919 SOUTH EADS STREET SUITE 100 ARLINGTON VA 22202 (b)(6) FOB: Destination	HQ0584

ACCOUNTING AND APPROPRIATION DATA

AA: 012147 097 0100 000 N 20172017 D 7300 FY17_OPA_JAMRS
AMOUNT: \$469,775.88

Research OPA 251

ACRN	CLIN/SLIN	CIN	AMOUNT
AA	2001	H98210733330001	\$469,775.88

ADMINISTRATIVE INFORMATION

Contract Specialist:

(b)(6)

(b)(6)

Performance Work Statement Recruiter Quality of Life 2018 – Data Collection

1.0 INTRODUCTION

The Joint Advertising Market Research and Studies (JAMRS) program within the Office of People Analytics (OPA) requires Contractor services to conduct a Recruiter Quality of Life Survey (RQOLS). Specifically, a large scale survey examining military recruiters' quality of life, mental health, and productivity and the issues that affect their ability to achieve mission goals in order to gain insights on factors that may alleviate work-life balance stressors as well as improve work satisfaction and productivity.

2.0 BACKGROUND

JAMRS is an official DoD program for joint marketing communications and market research and studies. Its mission is to measure and help broaden people's understanding of military service as a career option, and its programs help bolster the effectiveness of all the Services' recruiting and retention efforts. One of JAMRS' core functions is to perform market and recruiting studies in order to provide valuable resources to recruiting professionals across all branches of the Military and agencies of the Department of Defense (DoD).

3.0 SCOPE

The Contractor shall provide all personnel, equipment, materials and other items necessary to perform a large scale recruiter survey among enlistment production recruiters from each military service.

4.0 REQUIREMENTS

The Contractor shall:

- 4.1 Attend a kickoff meeting in Alexandria, Va. The purpose of the kickoff meeting is to clarify JAMRS/OPA's objectives and to discuss how the Contractor will address those objectives. Prepare and present a Project Activity Plan outlining all key tasks associated with all deliverables and their associated timelines required for complete execution of the task order. The Contractor shall provide JAMRS a written summary of the kick-off meeting.
- 4.2 Develop a questionnaire designed to measure recruiters' quality of life, including health and well-being, as well as their work satisfaction, productivity, and the constructs that are likely to influence these factors. The questionnaire shall incorporate aspects from previous years' RQOLS surveys, input from JAMRS and Service POCS, and important constructs identified through background research of relevant literature.
- 4.3 Develop all mailing materials for the RQOLS:
 - 4.3.1 Develop all notification, cover letters and invitation letters to be mailed to the recruiters inviting and reminding them to take the survey. Note: In the past, we have used separate letterheads and signatories for each individual Service/Component (this has increased response rates). The Government will obtain the letterhead and signatures from each of the Services/Components. The Contractor shall plan on coordinating at least 10 different letterheads and signatures for printing each letter.
 - 4.3.2 Develop postcards sent to remind respondents to participate.
 - 4.3.3 Develop envelopes used to mail letters and return envelopes for completed questionnaires.
 - 4.3.4 Produce serializing questionnaires, letters, postcards and envelopes. All printed surveys, most letters, all postcards and all envelopes shall be serialized with a unique number &/or online login ID for tracking purposes.
 - 4.3.5 Develop and provide thank you emails to participants who completed a survey. The thank you email should include mention of various resources available for mental health related issues.
- 4.4 Conduct pilot test interviews with recruiters from multiple services to gather feedback on the updated questionnaire and materials. The Contractor shall revise the questionnaire and mailing materials based on insights gained from the pilot tests.
- 4.5 Ensure all survey instruments and study protocols are compliant with the Office of the Under Secretary of Defense for Personnel and Readiness (OUSD P&R) Research Regulatory Oversight Office (R2O2) and all personnel involved with the study are up to date on human subjects research and ethics training.
- 4.6 Develop a plan to conduct a census survey of recruiters from each of the 10 Services and Reserve Components, but maintains flexibility to sample from the population of the largest services (e.g., Army) should a sample be preferred over a census. JAMRS will provide a file containing sample frame information for the population of military recruiters.

- 4.7 Organize, coordinate and perform administration of the survey (mailing to begin on/about 15 March 2018). The survey should use a dual mode administration (i.e., web and paper). This will entail both e-mail and postal service mail contacts. The survey field shall close upon Government approval after considering the proposed administration and response rates. Responses are expected to be received from approximately 50% of the sample. The administration shall consist of several steps, including:
- 4.7.1 Provide an online survey. The Contractor shall format the questionnaire and host the survey on a secure server. The online survey shall include an option to save partial survey responses and return at a later time to complete the survey. The contractor shall host a beta version of the survey to be reviewed by the Government. The Contractor shall incorporate Government feedback into the final version of the online survey.
- 4.7.2 Provide a paper survey. The Contractor shall also format the questionnaire in a paper format. The questionnaire shall be formatted so that the responses may be scanned, manually entered with 100% verification or some other entry methodology mutually agreeable to the Government.
- 4.7.3 Provide multiple survey contact points. The Contractor shall use a dual mode to contact participants (i.e., email and postal service mail). Some administration elements used in past Recruiter Surveys include: Notification letter. An initial (Service-specific) contact letter sent to all sample participants to notify them of the upcoming survey and to direct them to update or change their contact information. Administration letter. A (Service-specific) letter sent to all eligible sample participants and include instructions for logging on to the survey website. Reminder/thank you postcard. A follow-up postcard sent to all eligible sample participants to remind them about the survey or thank them for participating. Administration package. A package sent to non-respondents which includes a (Service-specific) letter with web login reminder, a paper copy of the survey and a postage-paid return envelope for return of the paper survey.
- 4.7.4 Provide for mailing assembly and postage. The Contractor will provide mailing materials to include all printed letters, printed surveys and all envelopes with printed return addresses, and printed business reply envelopes. The Contractor shall collect, assemble, and post all mailings. The Contractor is responsible for outgoing postage as well as business reply/survey return postage.
- 4.7.5 Provide quality control. The Contractor shall perform a minimum ten percent quality control check on survey mailings.
- 4.7.6 Provide survey tracking. The Contractor shall establish and maintain a survey control system which shall track the status of all sample members (disposition codes and definitions will be provided by the Government), mail outs, survey returns, change of address information and requests for a paper copy of the survey. The survey control system shall also include variables provided by the Government. During the survey mailing period, the Contractor shall provide a weekly report to the Government which provides the status of sample members, mail outs and survey returns.
- 4.7.7 Provide survey help. The Contractor shall provide an email address, website, and 1-800 number/voicemail for recruiters to ask questions about the survey, to report change of status and address information and to request a paper option to the survey.
- 4.8 Manage the data collection such that responses from the online and paper surveys are combined into a single dataset without compromising data integrity.
- 4.9 Develop full-sample weights for the survey. The Contractor shall advise the Government on appropriate weighting techniques to be used. Considerations should include non-response adjustment. A weighting plan shall be approved by the Government and used to develop the weighted dataset (see below). The Contractor shall document the weighting procedures in a Draft Weighting Chapter to be reviewed by the Government. Government comments shall be incorporated into a Final Weighting Chapter in the Technical Report.
- 4.10 Provide the Government with clean datasets in SPSS format and STATA format. These datasets shall include the following:
- 4.10.1 Deliver an unweighted dataset. After closing the field and ensuring the data are final, the Contractor shall provide the final, unweighted dataset to the Government.
- 4.10.2 Deliver an open ended responses dataset. The Contractor shall develop a dataset with write-in survey responses.

- 4.10.3 Deliver a weighted, analytical dataset. Upon completion of developing the full sample weights, the Contractor shall provide the final, weighted dataset to the Government which shall include all appended variables of interest as well as any relevant scale variables created.
- 4.10.4 Deliver a public use dataset. The Contractor shall develop a dataset for public use and conduct a confidentiality analysis to scrub the public use data of any response that may reveal a recruiter's identity.
- 4.11 Provide a means of identifying potential 'red flag' open-ended comments that may contain language conveying the respondent may do harm to themselves or others. The identification of these red flag comments should involve a review by an individual experienced in clinical psychology.
- 4.12 Document the survey methodology for the RQS, as well as the sampling and weighting procedures, and confidentiality analysis in a technical report that will be delivered to the Government. An initial draft of this document shall be submitted for Government review. Government revisions and comments shall be addressed in the final draft.
- 4.13 Provide findings on key metrics (e.g. goal achievability, satisfaction, improprieties, health/well-being) in an executive briefing for DoD leadership.
- 4.14 Provide the COR with a Monthly Status report, which includes the status of relevant issues associated with each tasking and a description of the remaining work to be done on the task.
- 5.0 DELIVERABLES

PoP: 16 Sept 2017 – 15 Sept 2018		
Deliverable	Ref.	Delivery Date (on or about)
Kick-off meeting	Para 4.1	Within 1 week of award
Written summary of Kick-off meeting	Para 4.1	Within 1 week of kick-off mtg
Draft Questionnaire	Para 4.2	15 October 2017
IRB Submission	Para 4.5	20 December 2017
Sample Plan	Para 4.6	5 January 2018
Beta Online Survey	Para 4.9.1	1 December 2017
Final Online Survey	Para 4.9.1	15 December 2017
Final Paper Survey	Para 4.9.2	15 December 2017
Report on Survey Tracking	Para 4.7.6	Weekly during survey admin
Weighting Plan	Para 4.9	14 June 2018
Unweighted Dataset	Para 4.10.1	16 July 2018
Write-In Response Dataset	Para 4.10.2	16 July 2018
Weighted Analytical Dataset	Para 4.10.3	10 August 2018
Public Use Data Set	Para 4.10.4	End of PoP
Red Flag Comment Assessment	Para 4.11	2 month prior to end of PoP
Technical Report	Para 4.12	End of PoP
Executive Briefing	Para 4.13	End of PoP
Monthly Status Meeting	Para 4.14	Monthly during PoP

- 6.0 GOVERNMENT FURNISHED INFORMATION
- 6.1 Service POC contact information. The Government will provide point of contact information of military service representatives who have agreed to help coordinate the survey effort.

- 6.2 Personnel. The Government will provide personnel to assist with data collection plan, survey development, frame data, service coordination, obtaining recruiting command signatures, data requests from DMDC, and deliverable review.

CLAUSES INCORPORATED BY FULL TEXT

252.232-7006 WIDE AREA WORKFLOW PAYMENT INSTRUCTIONS (MAY 2013)

- (a) Definitions. As used in this clause--

Department of Defense Activity Address Code (DoDAAC) is a six position code that uniquely identifies a unit, activity, or organization.

Document type means the type of payment request or receiving report available for creation in Wide Area WorkFlow (WAWF).

Local processing office (LPO) is the office responsible for payment certification when payment certification is done external to the entitlement system.

- (b) Electronic invoicing. The WAWF system is the method to electronically process vendor payment requests and receiving reports, as authorized by DFARS 252.232-7003, Electronic Submission of Payment Requests and Receiving Reports.

- (c) WAWF access. To access WAWF, the Contractor shall--

(1) Have a designated electronic business point of contact in the System for Award Management at <https://www.acquisition.gov>; and

(2) Be registered to use WAWF at <https://wawf.eb.mil/> following the step-by-step procedures for self-registration available at this Web site.

(d) WAWF training. The Contractor should follow the training instructions of the WAWF Web-Based Training Course and use the Practice Training Site before submitting payment requests through WAWF. Both can be accessed by selecting the "Web Based Training" link on the WAWF home page at <https://wawf.eb.mil/>.

(e) WAWF methods of document submission. Document submissions may be via Web entry, Electronic Data Interchange, or File Transfer Protocol.

(f) WAWF payment instructions. The Contractor must use the following information when submitting payment requests and receiving reports in WAWF for this contract/order:

- (1) Document type. The Contractor shall use the following document type(s).

2 n 1

(2) Inspection/acceptance location. The Contractor shall select the following inspection/acceptance location(s) in WAWF, as specified by the contracting officer.

Inspection : Destination
 Acceptance: Destination

(3) Document routing. The Contractor shall use the information in the Routing Data Table below only to fill in applicable fields in WAWF when creating payment requests and receiving reports in the system.

Routing Data Table*

Field Name in WAWF	Data to be entered in WAWF
Pay Official DoDAAC	HQ0790
Issue By DoDAAC	H98210
Admin DoDAAC	H98210
Inspect By DoDAAC	---
Ship To Code	---
Ship From Code	---
Mark For Code	---
Service Approver (DoDAAC)	HQ0584
Service Acceptor (DoDAAC)	HQ0584
Accept at Other DoDAAC	---
LPO DoDAAC	---
DCAA Auditor DoDAAC	---
Other DoDAAC(s)	---

(4) Payment request and supporting documentation. The Contractor shall ensure a payment request includes appropriate contract line item and subline item descriptions of the work performed or supplies delivered, unit price/cost per unit, fee (if applicable), and all relevant back-up documentation, as defined in DFARS Appendix F, (e.g. timesheets) in support of each payment request.

(5) WAWF email notifications. The Contractor shall enter the email address identified below in the "Send Additional Email Notifications" field of WAWF once a document is submitted in the system.

Contract Specialist: (b)(6)
 COR: (b)(6)

(g) WAWF point of contact. (1) The Contractor may obtain clarification regarding invoicing in WAWF from the following contracting activity's WAWF point of contact.

WAWF POC: (b)(6)

(2) For technical WAWF help, contact the WAWF helpdesk at 866-618-5988.

(End of clause)

SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS
OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, AND 30

1. REQUISITION NUMBER
H9821073914

PAGE 1 OF 7

2. CONTRACT NO.
H98210-15-D-0001

3. AWARD/EFFECTIVE DATE
22-Sep-2017

4. ORDER NUMBER
H9821017F0155

5. SOLICITATION NUMBER

6. SOLICITATION ISSUE DATE

7. FOR SOLICITATION INFORMATION CALL:

a. NAME

b. TELEPHONE NUMBER (No Collect Calls)

8. OFFER DUE DATE/LOCAL TIME

9. ISSUED BY
DEFENSE HUMAN RESOURCES ACTIVITY
4800 MARK CENTER DRIVE,
(b)(6)
ALEXANDRIA VA 22350-4000

CODE H98210

10. THIS ACQUISITION IS
 SMALL BUSINESS
 HUBZONE SMALL BUSINESS
 SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS

UNRESTRICTED OR SET ASIDE: 100% FOR:
 WOMEN-OWNED SMALL BUSINESS (WOSB) ELIGIBLE UNDER THE WOMEN-OWNED SMALL BUSINESS PROGRAM
 EDWOSB
NAICS: 541910
SIZE STANDARD: \$14,000,000

8(A)

11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED
 SEE SCHEDULE

12. DISCOUNT TERMS
Net 30

13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700)

13b. RATING

14. METHOD OF SOLICITATION
 RFO IFB RFP

15. DELIVER TO
JOINT ADVERT. MKT RES. STUDIES (JAMRS)
(b)(6)
1919 SOUTH LEADS STREET SUITE 100
ARLINGTON VA 22202

CODE HQ0584

16. ADMINISTERED BY
SEE ITEM 9

CODE

17a. CONTRACTOR/OFFEROR
FORS MARSH GROUP
(b)(6)
1010 N. GLEBE RD, STE 510
ARLINGTON VA 22201-5761
TELEPHONE NO (b)(6)

CODE 360C2

FACILITY CODE

18a. PAYMENT WILL BE MADE BY
DFAS COLUMBUS CENTER
DAVIDHRA - ACCOUNTS PAYABLE DIRECTORATE
PO BOX 183140
COLUMBUS OH 43218-3140

CODE HQ0790

17b. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER

18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a. UNLESS BLOCK BELOW IS CHECKED SEE ADDENDUM

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
SEE SCHEDULE					

25. ACCOUNTING AND APPROPRIATION DATA
See Schedule

26. TOTAL AWARD AMOUNT (For Govt. Use Only)
\$689,775.48

27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1. 52.212-4. FAR 52.212-3. 52.212-5 ARE ATTACHED. ADDENDA ARE ARE NOT ATTACHED

27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4. FAR 52.212-5 IS ATTACHED. ADDENDA ARE ARE NOT ATTACHED

28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN 0 COPIES TO ISSUING OFFICE. CONTRACTOR AGREES TO FURNISH AND DELIVER ALL ITEMS SET FORTH OR OTHERWISE IDENTIFIED ABOVE AND ON ANY ADDITIONAL SHEETS SUBJECT TO THE TERMS AND CONDITIONS SPECIFIED.

29. AWARD OF CONTRACT: REF. Proposal Dated 9/7/17 OFFER DATED . YOUR OFFER ON SOLICITATION (BLOCK 5), INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN, IS ACCEPTED AS TO ITEMS: SEE SCHEDULE

30a. SIGNATURE OF OFFEROR/CONTRACTOR

31a. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER)
(b)(6)

30b. NAME AND TITLE OF SIGNER (TYPE OR PRINT)

30c. DATE SIGNED

31b. NAME OF CONTRACTING OFFICER (TYPE OR PRINT)
(b)(6) CONTRACTING OFFICER
(b)(6)
EMAIL (b)(6)

31c. DATE SIGNED
21-Sep-2017

**SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS
(CONTINUED)**

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
SEE SCHEDULE					

32a. QUANTITY IN COLUMN 21 HAS BEEN
 RECEIVED INSPECTED ACCEPTED, AND CONFORMS TO THE CONTRACT, EXCEPT AS NOTED: _____

32b. SIGNATURE OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32c. DATE	32d. PRINTED NAME AND TITLE OF AUTHORIZED GOVERNMENT REPRESENTATIVE
--	-----------	---

32e. MAILING ADDRESS OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32f. TELEPHONE NUMBER OF AUTHORIZED GOVERNMENT REPRESENTATIVE
	32g. E-MAIL OF AUTHORIZED GOVERNMENT REPRESENTATIVE

33. SHIP NUMBER <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	34. VOUCHER NUMBER	35. AMOUNT VERIFIED CORRECT FOR	36. PAYMENT <input type="checkbox"/> COMPLETE <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	37. CHECK NUMBER
--	--------------------	---------------------------------	--	------------------

38. S/R ACCOUNT NUMBER	39. S/R VOUCHER NUMBER	40. PAID BY
------------------------	------------------------	-------------

41a. I CERTIFY THIS ACCOUNT IS CORRECT AND PROPER FOR PAYMENT 41b. SIGNATURE AND TITLE OF CERTIFYING OFFICER	41c. DATE	42a. RECEIVED BY <i>(Print)</i>	
	42b. RECEIVED AT <i>(Location)</i>		
	42c. DATE REC'D <i>(YY/MM/DD)</i>	42d. TOTAL CONTAINERS	

Section SF 1449 - CONTINUATION SHEET

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
2001 EXERCISED OPTION	Survey Services and Market Research FFP FY17 JAMRS/OPA Multi-Source Data Zip Level Recruiting Analysis FOB: Destination PURCHASE REQUEST NUMBER: H9821073914	689,775.48	Each	\$1.00	\$689,775.48
NET AMT					\$689,775.48
ACRN AA CIN: H98210739140001					\$689,775.48

INSPECTION AND ACCEPTANCE TERMS

Supplies/services will be inspected/accepted at:

CLIN	INSPECT AT	INSPECT BY	ACCEPT AT	ACCEPT BY
2001	Destination	Government	Destination	Government

DELIVERY INFORMATION

CLIN	DELIVERY DATE	QUANTITY	SHIP TO ADDRESS	DODAAC / CAGE
2001	POP 26-SEP-2017 TO 25-SEP-2018	N/A	JOINT ADVERT, MKT RES, STUDIES (JAMRS) (b)(6) 1919 SOUTH EADS STREET SUITE 100 ARLINGTON VA 22202 (b)(6) FOB: Destination	HQ0584

ACCOUNTING AND APPROPRIATION DATA

AA: 012147 097 0100 000 N 20172017 D 7300 FY17_OPA_JAMRS Research OPA 251
 AMOUNT: \$689,775.48

ACRN	CLIN/SLIN	CIN	AMOUNT
AA	2001	H98210739140001	\$689,775.48

CLAUSES INCORPORATED BY FULL TEXT

252.232-7006 WIDE AREA WORKFLOW PAYMENT INSTRUCTIONS (MAY 2013)

(a) Definitions. As used in this clause--

Department of Defense Activity Address Code (DoDAAC) is a six position code that uniquely identifies a unit, activity, or organization.

Document type means the type of payment request or receiving report available for creation in Wide Area WorkFlow (WAWF).

Local processing office (LPO) is the office responsible for payment certification when payment certification is done external to the entitlement system.

(b) Electronic invoicing. The WAWF system is the method to electronically process vendor payment requests and receiving reports, as authorized by DFARS 252.232-7003, Electronic Submission of Payment Requests and Receiving Reports.

(c) WAWF access. To access WAWF, the Contractor shall--

(1) Have a designated electronic business point of contact in the System for Award Management at <https://www.acquisition.gov>; and

(2) Be registered to use WAWF at <https://wawf.eb.mil/> following the step-by-step procedures for self-registration available at this Web site.

(d) WAWF training. The Contractor should follow the training instructions of the WAWF Web-Based Training Course and use the Practice Training Site before submitting payment requests through WAWF. Both can be accessed by selecting the "Web Based Training" link on the WAWF home page at <https://wawf.eb.mil/>.

(e) WAWF methods of document submission. Document submissions may be via Web entry, Electronic Data Interchange, or File Transfer Protocol.

(f) WAWF payment instructions. The Contractor must use the following information when submitting payment requests and receiving reports in WAWF for this contract/order:

(1) Document type. The Contractor shall use the following document type(s).

2 n 1

(2) Inspection/acceptance location. The Contractor shall select the following inspection/acceptance location(s) in WAWF, as specified by the contracting officer.

Inspection: Destination
Acceptance: Destination

(3) Document routing. The Contractor shall use the information in the Routing Data Table below only to fill in applicable fields in WAWF when creating payment requests and receiving reports in the system.

Routing Data Table*

Field Name in WAWF	Data to be entered in WAWF
Pay Official DoDAAC	HQ0790
Issue By DoDAAC	H98210
Admin DoDAAC	H98210
Inspect By DoDAAC	_____
Ship To Code	_____
Ship From Code	_____
Mark For Code	_____
Service Approver (DoDAAC)	HQ0584
Service Acceptor (DoDAAC)	HQ0584
Accept at Other DoDAAC	_____
LPO DoDAAC	_____
DCAA Auditor DoDAAC	_____
Other DoDAAC(s)	_____

(4) Payment request and supporting documentation. The Contractor shall ensure a payment request includes appropriate contract line item and subline item descriptions of the work performed or supplies delivered, unit price/cost per unit, fee (if applicable), and all relevant back-up documentation, as defined in DFARS Appendix F, (e.g. timesheets) in support of each payment request.

(5) WAWF email notifications. The Contractor shall enter the email address identified below in the "Send Additional Email Notifications" field of WAWF once a document is submitted in the system.

Contract Specialist:
COR:

(b)(6)

(g) WAWF point of contact. (1) The Contractor may obtain clarification regarding invoicing in WAWF from the following contracting activity's WAWF point of contact.

WAWF POC:

(b)(6)

(2) For technical WAWF help, contact the WAWF helpdesk at 866-618-5988.

(End of clause)

Performance Work Statement

FY17 JAMRS/OPA Multi-Source Data Zip Level Recruiting Analysis

1.0 INTRODUCTION

The Joint Advertising, Market Research and Studies (JAMRS) program, within the Office of People Analytics (OPA), requires Contractor services to gather and combine data from multiple, large scale databases containing variables that may be predictive of joining the Military with the goal of building models to predict applicants, accessions, and other recruiting related criteria of interest. Specifically, zip code level sociodemographic variables, service level operational data (e.g., recruiter concentration), and publically available web-generated data will be modeled to predict recruiting related outcomes and to compare and contrast the utility of different predictor sets with respect to providing insight on military recruiting behavior.

2.0 BACKGROUND

JAMRS is an official DoD program for joint marketing communications and market research and studies. Its mission is to measure and help broaden people's understanding of military service as a career option, and its programs help bolster the effectiveness of all the Services' recruiting and retention efforts. One of JAMRS' core functions is to perform market and recruiting studies in order to provide valuable resources to recruiting professionals across all branches of the Military and agencies of the Department of Defense (DoD).

This project would serve as the Department's premier analysis of predicting recruiting related behavior using multiple, diverse data sources from census based sociodemographics, to Service level data on past performance and resource allocation, to information culled from publically available web-scraped data. Models will be built at both the Zip code level and at more aggregate levels based on the lowest level of geographic integrity the web-generated data sources provide. Results will be presented in user friendly deliverables, and a prototype for data visualization based on the needs of the Services will be built. This information will provide decision makers across the Department and the Services with critical information on trends occurring at specific geographical areas as well as insights on the utility of various sources of data and how to best leverage various predictors.

3.0 SCOPE

The Contractor shall provide all personnel, equipment, materials and other items necessary to perform the FY17 Multi-Source Data Zip Level Recruiting Analysis project.

4.0 REQUIREMENTS The Contractor shall:

- 4.1 Attend a kickoff meeting in Alexandria, Va. The purpose of the kickoff meeting is to clarify OPA/JAMRS' objectives and to discuss how the Contractor will address those objectives. The Contractor shall provide JAMRS a written summary of the kick-off meeting discussion along with a plan for research.
- 4.2 Compile ZIP, county, and state-level data from publicly available and DoD sources regarding conditions and phenomena that impact non-prior service applicants and accessions. Potential predictors should include demographic, economic, educational, eligibility related, web-generated data, and other historically or theoretically recruitment related variables.
 - 4.2.1 Provide JAMRS a summary report and briefing of the proposed variables. Finalize list of potential variables after incorporating feedback from JAMRS/OPA personnel.
- 4.3 Estimate a model to predict ZIP code level applicants or accessions based on the mutually agreed upon predictor set. The model shall be flexible enough to also model recruiting behavior at an aggregate level in

order to successfully integrate publically available web-scraped data. Additionally, separate models for aggregate DoD level recruiting behavior (e.g., applicants/accessions) as well as Service specific models should be examined.

- 4.4 Evaluate the inclusion of web-generated data in the models in terms of available levels of analysis, added explanatory power, utility, pros and cons, and recommendations on the why, when, and where with respect to incorporating web-scraped data into models that use more traditional variables.
- 4.5 Document the technical aspects of model building and validation in a technical report.
- 4.6 Write an executive summary of the project geared to a non-technical audience. This summary should include a section devoted to the assessment and utility of web-scraped data in the model as discussed in para 4.4. Summary technical information can be included in the appendix, but should not be the core focus of the body of this summary.
- 4.7 Provide OPA and JAMRS leadership a high-level briefing of the project results based on the executive summary described in para 4.6.
- 4.8 Provide 6 custom Service decks highlighting Service-specific results and recommendations.
- 4.9 Conduct a need analysis with Service POCs to gather feedback on how they would use an interactive data visualization tool that allows for interactive predictor manipulation. Provide a summary document outlining the input from the Services.
- 4.10 Provide a prototype of a data visualization and interactive tool that can be used to a) see the results of this project's models, and b) simulate how changes in conditions will impact changes in accession behavior.
- 4.11 Provide the COR with a Monthly Status report including the status of relevant issues associated with each tasking and a description of the remaining work to be done on the task.

5.0 DELIVERABLES

Deliverable	Ref.	Delivery Date (on or about)
Written summary of Kick-off meeting	Para 4.1	Two weeks after kick-off
Variable summary report	Para 4.2.1	three months after start of PoP
Technical Report	Para 4.5	End of PoP
Executive Summary	Para 4.6	60 days prior to end of PoP
OPA/JAMRS Briefing	Para 4.7	60 days prior to end of PoP
Service Briefings	Para 4.8	Prior to end of PoP
Data visualization needs analysis	Para 4.9	6 months after start of PoP
Data tool prototype	4.10	End of PoP
MONTHLY STATUS REPORT	Para 4.11	Monthly during PoP

SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS
OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, AND 30

1. REQUISITION NUMBER
H9821084604

PAGE 1 OF 8

2. CONTRACT NO.
H98210-15-D-0001

3. AWARD/EFFECTIVE DATE
05-Feb-2018

4. ORDER NUMBER
H9821018F0048

5. SOLICITATION NUMBER

6. SOLICITATION ISSUE DATE

7. FOR SOLICITATION INFORMATION CALL:

a. NAME

b. TELEPHONE NUMBER (No Collect Calls)

8. OFFER DUE DATE/LOCAL TIME

9. ISSUED BY
 DEFENSE HUMAN RESOURCES ACTIVITY
 4800 MARK CENTER DRIVE,
 (b)(6)
 ALEXANDRIA VA 22350-4000
 TEL:
 FAX:

CODE H98210

10. THIS ACQUISITION IS
 UNRESTRICTED OR SET ASIDE: 100% FOR:
 SMALL BUSINESS WOMEN-OWNED SMALL BUSINESS (WOSB)
 HUBZONE SMALL BUSINESS ELIGIBLE UNDER THE WOMEN-OWNED SMALL BUSINESS PROGRAM
 SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS EDWOSB NAICS: 541910
 B(A) SIZE STANDARD: \$14,000,000

11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED
 SEE SCHEDULE

12. DISCOUNT TERMS
Net 30

13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700)

13b. RATING

14. METHOD OF SOLICITATION
 RFQ IFB RFP

15. DELIVER TO
 JOINT ADVERT. MKT RES. STUDIES (JAMRS)
 (b)(6)
 1919 SOUTH EADS STREET SUITE 100
 ARLINGTON VA 22202

CODE HQ0584

16. ADMINISTERED BY
SEE ITEM 9

CODE

17a. CONTRACTOR/OFFEROR
 FORS MARSH GROUP
 (b)(6)
 1010 N. GLEBE RD, STE 510
 ARLINGTON VA 22201-5761
 TELEPHONE NO. (b)(6)

CODE 360C2

FACILITY CODE

18a. PAYMENT WILL BE MADE BY
 DFAS COLUMBUS CENTER
 DAVIDHRA - ACCOUNTS PAYABLE DIRECTORATE
 PO BOX 183140
 COLUMBUS OH 43218-3140

CODE HQ0790

17b. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER

18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a. UNLESS BLOCK BELOW IS CHECKED SEE ADDENDUM

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
SEE SCHEDULE					

25. ACCOUNTING AND APPROPRIATION DATA
See Schedule

26. TOTAL AWARD AMOUNT (For Govt. Use Only)
\$811,204.44

27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1, 52.212-4, FAR 52.212-3, 52.212-5 ARE ATTACHED. ADDENDA ARE ARE NOT ATTACHED

27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4, FAR 52.212-5 IS ATTACHED. ADDENDA ARE ARE NOT ATTACHED

28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN COPIES TO ISSUING OFFICE. CONTRACTOR AGREES TO FURNISH AND DELIVER ALL ITEMS SET FORTH OR OTHERWISE IDENTIFIED ABOVE AND ON ANY ADDITIONAL SHEETS SUBJECT TO THE TERMS AND CONDITIONS SPECIFIED.

29. AWARD OF CONTRACT: REF. Proposal Dated 1/31/18
 OFFER DATED . YOUR OFFER ON SOLICITATION (BLOCK 5), INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN, IS ACCEPTED AS TO ITEMS: SEE SCHEDULE

30a. SIGNATURE OF OFFEROR/CONTRACTOR

31a. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER)
 (b)(6)

30b. NAME AND TITLE OF SIGNER
 (TYPE OR PRINT)

30c. DATE SIGNED

31b. NAME OF CONTRACTING OFFICER (TYPE OR PRINT)
 (b)(6) CONTRACTING OFFICER
 TEL: (b)(6)
 EMAIL: (b)(6)

31c. DATE SIGNED
 02-Feb-2018

**SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS
(CONTINUED)**

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
<p>SEE SCHEDULE</p>					

32a. QUANTITY IN COLUMN 21 HAS BEEN
 RECEIVED INSPECTED ACCEPTED, AND CONFORMS TO THE CONTRACT, EXCEPT AS NOTED: _____

32b. SIGNATURE OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32c. DATE	32d. PRINTED NAME AND TITLE OF AUTHORIZED GOVERNMENT REPRESENTATIVE
--	-----------	---

32e. MAILING ADDRESS OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32f. TELEPHONE NUMBER OF AUTHORIZED GOVERNMENT REPRESENTATIVE
	32g. E-MAIL OF AUTHORIZED GOVERNMENT REPRESENTATIVE

33. SHIP NUMBER <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	34. VOUCHER NUMBER	35. AMOUNT VERIFIED CORRECT FOR	36. PAYMENT <input type="checkbox"/> COMPLETE <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	37. CHECK NUMBER
--	--------------------	---------------------------------	--	------------------

38. S/R ACCOUNT NUMBER	39. S/R VOUCHER NUMBER	40. PAID BY
------------------------	------------------------	-------------

41a. I CERTIFY THIS ACCOUNT IS CORRECT AND PROPER FOR PAYMENT	42a. RECEIVED BY <i>(Print)</i>		
41b. SIGNATURE AND TITLE OF CERTIFYING OFFICER	41c. DATE	42b. RECEIVED AT <i>(Location)</i>	
		42c. DATE REC'D <i>(YY/MM/DD)</i>	42d. TOTAL CONTAINERS

Section SF 1449 - CONTINUATION SHEET

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
3001	Survey Services and Market Research	811,204.44	Each	\$1.00	\$811,204.44
EXERCISED OPTION	FFP JAMRS New Recruit Survey – Recruiting Process Module 2018 FOB: Destination PURCHASE REQUEST NUMBER: H9821084604				
NET AMT					\$811,204.44
ACRN AA CIN: H98210846040001					\$811,204.44

INSPECTION AND ACCEPTANCE TERMS

Supplies/services will be inspected/accepted at:

CLIN	INSPECT AT	INSPECT BY	ACCEPT AT	ACCEPT BY
3001	Destination	Government	Destination	Government

DELIVERY INFORMATION

CLIN	DELIVERY DATE	QUANTITY	SHIP TO ADDRESS	DODAAC / CAGE
3001	POP 05-FEB-2018 TO 04-FEB-2019	N/A	JOINT ADVERT, MKT RES, STUDIES (JAMRS) (b)(6) 1919 SOUTH EADS STREET SUITE 100 ARLINGTON VA 22202 (b)(6) FOB: Destination	HQ0584

ACCOUNTING AND APPROPRIATION DATA

AA: 012147 097 0100 000 N 20182018 D 7300 FY18_OPA_JAMRS FY18_OPA_JAMRS_MRKT OPA 251
 AMOUNT: \$811,204.44

ACRN	CLIN/SLIN	CIN	AMOUNT
AA	3001	H98210846040001	\$811,204.44

CLAUSES INCORPORATED BY FULL TEXT

252.232-7006 WIDE AREA WORKFLOW PAYMENT INSTRUCTIONS (MAY 2013)

(a) Definitions. As used in this clause--

Department of Defense Activity Address Code (DoDAAC) is a six position code that uniquely identifies a unit, activity, or organization.

Document type means the type of payment request or receiving report available for creation in Wide Area WorkFlow (WAWF).

Local processing office (LPO) is the office responsible for payment certification when payment certification is done external to the entitlement system.

(b) Electronic invoicing. The WAWF system is the method to electronically process vendor payment requests and receiving reports, as authorized by DFARS 252.232-7003, Electronic Submission of Payment Requests and Receiving Reports.

(c) WAWF access. To access WAWF, the Contractor shall--

(1) Have a designated electronic business point of contact in the System for Award Management at <https://www.acquisition.gov>; and

(2) Be registered to use WAWF at <https://wawf.eb.mil/> following the step-by-step procedures for self-registration available at this Web site.

(d) WAWF training. The Contractor should follow the training instructions of the WAWF Web-Based Training Course and use the Practice Training Site before submitting payment requests through WAWF. Both can be accessed by selecting the "Web Based Training" link on the WAWF home page at <https://wawf.eb.mil/>.

(e) WAWF methods of document submission. Document submissions may be via Web entry, Electronic Data Interchange, or File Transfer Protocol.

(f) WAWF payment instructions. The Contractor must use the following information when submitting payment requests and receiving reports in WAWF for this contract/order:

(1) Document type. The Contractor shall use the following document type(s).

2 n 1

(2) Inspection/acceptance location. The Contractor shall select the following inspection/acceptance location(s) in WAWF, as specified by the contracting officer.

Inspection: Destination
Acceptance: Destination

(3) Document routing. The Contractor shall use the information in the Routing Data Table below only to fill in applicable fields in WAWF when creating payment requests and receiving reports in the system.

Routing Data Table*

Field Name in WAWF	Data to be entered in WAWF
Pay Official DoDAAC	HQ0790
Issue By DoDAAC	H98210
Admin DoDAAC	H98210
Inspect By DoDAAC	---
Ship To Code	---
Ship From Code	---
Mark For Code	---
Service Approver (DoDAAC)	HQ0584
Service Acceptor (DoDAAC)	HQ0584
Accept at Other DoDAAC	---
LPO DoDAAC	---
DCAA Auditor DoDAAC	---
Other DoDAAC(s)	---

(4) Payment request and supporting documentation. The Contractor shall ensure a payment request includes appropriate contract line item and subline item descriptions of the work performed or supplies delivered, unit price/cost per unit, fee (if applicable), and all relevant back-up documentation, as defined in DFARS Appendix F, (e.g. timesheets) in support of each payment request.

(5) WAWF email notifications. The Contractor shall enter the email address identified below in the "Send Additional Email Notifications" field of WAWF once a document is submitted in the system.

Contract Specialist:
COR:

(b)(6)

(g) WAWF point of contact. (1) The Contractor may obtain clarification regarding invoicing in WAWF from the following contracting activity's WAWF point of contact.

WAWF POC:

(b)(6)

(2) For technical WAWF help, contact the WAWF helpdesk at 866-618-5988.

(End of clause)

Performance Work Statement

JAMRS New Recruit Survey – Recruiting Process Module 2018

1.0 INTRODUCTION

The Joint Advertising, Market Research and Studies (JAMRS) program requires Contractor services to distribute, conduct analyses, and report findings for the 2017 New Recruit Survey – Influencer Module. The work involves survey planning, design and development, conducting and administering surveys, analysis of quantitative and qualitative survey data, production of reports regarding the results of the surveys, identifying target markets, as well as determining prospect market trends and conditions.

2.0 BACKGROUND

JAMRS is an official DoD program for joint marketing communications and market research and studies. Its mission is to measure and help broaden people's understanding of military service as a career option, and its programs help bolster the effectiveness of all the Services' recruiting and retention efforts. One of JAMRS' core functions is to perform market and recruiting studies in order to provide valuable resources to recruiting professionals across all branches of the Military and agencies of the Department of Defense (DoD). The New Recruit Survey serves as DoD's official vehicle to assess the impact of recruiting incentives, recruiting programs and policies, compensation and benefits, recruiter interactions, MEPS processing, and outreach/advertising messages on actual enlistment decisions. The findings function as an ongoing and continuous assessment mechanism to gauge the effectiveness of programs and practices using immediate feedback from new recruits after taking their oath of service at the MEPS. This coordinated effort allows for comparisons across the Services and ensures timely information is available on which to base adjustments to recruiting initiatives and programs. This particular module of the New Recruit Survey focuses on the new recruits' media usage as it related to their decision to join the Military along with the core set of questions designed to assess the impact of recruiting incentives, programs and policies.

3.0 SCOPE

The Contractor shall provide all personnel, equipment, materials and other items necessary to perform market research and survey services with regards to the New Recruit Survey Media Module.

4.0 REQUIREMENTS *The Contractor shall:*

- 4.1 Attend a kickoff meeting in Alexandria, Va. The purpose of the kickoff meeting is to clarify JAMRS' objectives and to discuss how the Contractor will address those objectives. The Contractor shall provide JAMRS a written summary of the kick-off meeting discussion along with a plan for research.
- 4.2 Ensure all survey instruments and study protocols are compliant with the Office of the Under Secretary of Defense for Personnel and Readiness (OUSD P&R) Research Regulatory Oversight Office (R2O2) and all personnel involved with the study are up to date on human subjects research and ethics training. Furthermore, provide JAMRS personnel with a complete study protocol package will all necessary information and documentation to be submitted to the Government's R2O2 office for review and determination.
- 4.3 Assist JAMRS in informing relevant Service personnel and any relevant MEPS personnel of the New Recruit Survey.
- 4.4 Assist JAMRS personnel in instructing relevant Service personnel on how to replace current survey booklet with new booklet, how to distribute survey materials to new recruits and document the instructions in a short write-up to be delivered to relevant personnel.
- 4.5 Print finalized, formatted Service-specific survey booklets/invitations and deliver to all MEPS.
- 4.6 Maintain a survey control system, which will track the status of all sample members, mail outs, survey returns and survey inquiries.
- 4.7 Provide an email address and toll free number for respondents and Service liaisons and recruiters to ask questions about the survey, to report changes in status/address information, and to make survey requests.
- 4.8 Administer the survey on a continually fielding basis for 6 months such that the following specifications are met:

4.8.1 All active-duty new recruits entering the delayed entry program (or immediately shipping to boot camp) are invited to participate in the survey before taking their oath at MEPS through coordination with MEPS Service liaisons.

4.8.2 All Army National Guard and Army Reserve new recruits processing at the MEPS to ship to boot camp are invited to participate in the survey before taking their oath at MEPS through coordination with MEPS Service liaisons.

4.9 Deliver via email or other mutually agreeable electronic means (e.g., CD-ROM) a monthly dataset of all survey data collected on a monthly basis in SPSS format that includes variable names, variable labels, values, and value labels that are consistent with the questionnaire once data collection begins.

4.9.1 Deliver via email or other mutually agreeable electronic means (e.g., CD-ROM) a complete dataset of all survey data collected for the current 6 month module in SPSS format that includes variable names, variable labels, values, and value labels that are consistent with the questionnaire once data collection begins.

4.10 Create and deliver via email or other electronic means (e.g., CD-ROM) annotated questionnaires that links questionnaire items with variables and values in the SPSS survey datasets and shall include and document any administrative items included in the datasets (such as wave number, date of survey, etc.).

4.11 Maintain the Active Duty New Recruit Survey online data portal to meet the requirements for user roles, user authentication and core reporting functionality including updating data feeds and standard reports on a monthly basis.

4.12 Develop and format the next module of the Active Duty and Reserve/Guard Service-specific questionnaires in a paper/booklet format that includes instructions on how to complete the survey and service-specific letters inviting new recruits to participate in the survey to be delivered to respondents by the Government. The next module should focus on media habits and background information in addition to the core set of New Recruit Survey questions.

4.13 Deliver Active Duty and Reserve/Guard monthly reports that highlight key findings for each month during the fielding period.

4.14 Deliver an Active Duty and Reserve/Guard topline reports for data collected from new recruits that highlights the proportion of respondents that selected each response option per question after the six month fielding period.

4.15 Deliver via email an Active Duty briefing deck that highlights key findings from this New Recruit Survey module after six months of data collection.

4.16 Deliver a briefing on the data collected from Reserve and Guard new recruits that highlight key findings and notable trends revealed in this data collection after the six month fielding period.

4.17 Document the sampling, data collection, weighting and analytic procedures for in a Technical Report after six months of data collection of this module.

4.18 Provide the COR with a Monthly Status report, which includes the status of relevant issues associated with each tasking and a description of the remaining work to be done on the task.

5.0 DELIVERABLES

Deliverable	Ref.	Delivery Date (on or about)
Kick-off meeting	Para 4.1	Within 7 days of award
IRB documents	Para 4.2	Within 6 weeks of award
Instructions on survey administration	Para 4.4	Within 2 weeks of award
Deliver printed survey to MEPS	Para 4.5	Prior to fielding start date
Monthly Datasets	Para 4.9	Monthly during Period of Performance (POP) once data collection begins
Module Datasets	Para 4.9.1	Within 30 days following end of data collection

Deliverable	Ref.	Delivery Date (on or about)
Annotated Questionnaires	Para 4.10	One month after fielding is complete
Monthly standard reports	Para 4.11	Monthly during PoP once data collection begins
Formatted Surveys for next wave of data collection	Para 4.12	Prior to End of PoP
Monthly Reports	Para 4.13	Monthly during PoP once data collection begins
Topline Reports	Para 4.14	Prior to End of PoP
Active Dnty Briefing Deck	Para 4.15	Prior to End of PoP
Reserve/Guard Briefing Deck	Para 4.16	Prior to End of PoP
Technical Report	Para 4.17	Prior to End of PoP
Monthly Status Report	Para 4.18	Monthly during PoP

6.0 GOVERNMENT FURNISHED INFORMATION

- 6.1 Service POC list. The Government shall provide a list of relevant Service personnel who will be involved with the New Recruit Survey to the Contractor.
- 6.2 New Recruit Frame. The Government shall provide a list of all New Recruits during the survey administration time frame to the Contractor.
- 6.3 New Recruit Survey. The Government shall provide the list of survey items to the Contractor for IRB review.
- 6.4 Survey Packet Delivery. The Government shall deliver the survey administration packets to the new recruits selected to participate in the survey.