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

1. REQUISITION NUMBER
H0058440090001

2. CONTRACT NO.
H08210-15-D-0001

3. AWARD/EFFECTIVE DATE
15-Dec-2014

4. ORDER NUMBER

5. SOLICITATION NUMBER
H08210-14-R-0017

6. SOLICITATION ISSUE DATE
19-Jun-2014

7. FOR SOLICITATION
H0058440090001000

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

9. ISSUED BY
CODE H08210
DEFENSE HUMAN RESOURCES ACTIVITY
1111 MARK CENTER DRIVE
ALEXANDRIA VA 22350-1200

10. THI S ACQUISITION IS
11-1982 10 RESTRICTED OR SET ASIDE:
0

11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED
12. DISCOUNT TERMS
Net 30

13a. THIS CONTRACT IS A RATED ORDER UNDER CPAS (15 CFR 700)
13b. RATING
XP

14. METHOD OF SOLICITATION
SEE SCHEDULE

15. DELIVER TO
CODE H0054
CONTRACT/ PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4. FAR 52.212-5 IS ATTACHED. ADDENDA ARE NOT ATTACHED

16. ADMINISTERED BY
CODE HQ0131

17a. CONTRACTOR / OFFEROR
CODE 360C2
FACILITY CODE

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

18a. PAYMENT WILL BE MADE BY
DFAS COLUMBUS CENTER
DFAS-CQAQ
ATTN: CAPS/WHO P2
PO BOX 869016
COLUMBUS OH 43296-9016

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

19. ITEM NO.

20. SCHEDULE OF SUPPLIES/ SERVICES
SEE SCHEDULE

21. QUANTITY

22. UNIT

23. UNIT PRICE

24. AMOUNT

25. ACCOUNTING AND APPROPRIATION DATA

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

27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1, 52.212-4, FAR 52.212-3, 52.212-6 ARE ATTACHED. ADDENDA ARE NOT ATTACHED

27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4, FAR 52.212-5 IS ATTACHED. ADDENDA 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: SEE SCHEDULE

30a. SIGNATURE OF OFFEROR/CONTRACTOR

30b. NAME AND TITLE OF SIGNER

30c. DATE SIGNED

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

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

31c. DATE SIGNED

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PREVIOUS EDITION IS NOT USABLE

STANDARD FORM 1449 (REV. 2/2012)
Prescribed by GSA – FAR (48 CFR) 53.212
### Solicitation/Contract/Order for Commercial Items (continued)

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#### Quantity

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#### Amount

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### 32a. Quantity in Column 21 has been received, inspected, accepted, and conforms to the contract, except as noted:

- [ ] Received
- [ ] Inspected
- [ ] Accepted
- [ ] Conforms

### 32b. Signature of Authorized Government Representative

- [ ] Printed Name and Title 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

### 34. Voucher Number

### 35. Amount Verified: Correct for

- [ ] Complete
- [ ] Partial
- [ ] Final

### 36. Payment

### 37. Check Number

### 38. Serial Account Number

### 39. Serial Voucher Number

### 40. Paid By

### 41a. I certify this account is correct and proper for payment

- [ ] Received

### 41b. Signature and Title of Certifying Officer

### 41c. Date

### 42a. Received by

- [ ] Received at

### 42b. Received at

### 42c. Date Rec'd

### 42d. Total Containers

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**Previous Edition is Not Usable**

**STANDARD FORM 1449 (REV. 2/2012) BACK**

**Prescribed by GSA - FAR (48 CFR) 53.212**
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PURCHASE REQUEST NUMBER: HQ058440090001000

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**INSPECTION AND ACCEPTANCE TERMS**

Supplies/services will be inspected/accepted at:

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<td>1919 SOUTH EADS STREET SUITE 100 ARLINGTON VA 22202</td>
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### ADMINISTRATIVE INFORMATION:

**A. DHRA Points of Contact:**

Contracting Officer:

4800 Mark Center Drive,
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
<table>
<thead>
<tr>
<th>Document</th>
<th>Web link</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office of Management and Budget, standards on collecting and reporting race and ethnicity data</td>
<td><a href="http://www.whitehouse.gov/sites/default/files/omb/assets/information_and_regulatory_affairs/re_app-a-update.pdf">http://www.whitehouse.gov/sites/default/files/omb/assets/information_and_regulatory_affairs/re_app-a-update.pdf</a></td>
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</tbody>
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### Historical Information

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

<table>
<thead>
<tr>
<th>Research Effort</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Youth Poll</td>
<td>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.</td>
</tr>
<tr>
<td>Advertising Tracking Survey &amp; Influencer Poll</td>
<td>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.</td>
</tr>
<tr>
<td>Market Segmentation Analysis</td>
<td>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.</td>
</tr>
<tr>
<td>New Recruit Survey – Active Duty</td>
<td>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.</td>
</tr>
<tr>
<td>New Recruit Survey – Reserve &amp; Guard</td>
<td>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.</td>
</tr>
<tr>
<td>Onsite Market Research Support</td>
<td>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&amp;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.</td>
</tr>
</tbody>
</table>
| Current Events Tracker                | Annual Effort. Monthly poll of American adults that tracks the impact of current events on likelihood to
<table>
<thead>
<tr>
<th>Focus Groups</th>
<th>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.</th>
</tr>
</thead>
<tbody>
<tr>
<td>College Market Survey</td>
<td>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.</td>
</tr>
<tr>
<td>Survey of IRR members</td>
<td>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).</td>
</tr>
<tr>
<td>Recruiter Well-being</td>
<td>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.</td>
</tr>
<tr>
<td>Other Special Topic Research</td>
<td>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.</td>
</tr>
</tbody>
</table>

CLAU�ES INCORPORATED BY REFERENCE

<table>
<thead>
<tr>
<th>Clause</th>
<th>Description</th>
<th>Effective Date</th>
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<td>Gratuities</td>
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<td>Restrictions On Subcontractor Sales To The Government (Sep 2006) -- Alternate I</td>
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<td>52.203-12</td>
<td>Limitation On Payments To Influence Certain Federal Transactions</td>
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<td>52.204-4</td>
<td>Printed or Copied Double-Sided on Postconsumer Fiber Content Paper</td>
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<td>Personal Identity Verification of Contractor Personnel</td>
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<td>52.209-6</td>
<td>Protecting the Government's Interest When Subcontracting With Contractors Debarred, Suspended, or Proposed for Debarment</td>
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<td>Updates of Publicly Available Information Regarding Responsibility Matters</td>
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CLAUSES INCORPORATED BY FULL TEXT

52.212-5 CONTRACT TERMS AND CONDITIONS REQUIRED TO IMPLEMENT STATUTES OR EXECUTIVE ORDERS—COMMERCIAL ITEMS (DEVIATION 2013-00019) (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 I (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).


(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.


(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)).


(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.
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


(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*

<table>
<thead>
<tr>
<th>Field Name in WAWF</th>
<th>Data to be entered in WAWF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pay Official DoDAAC</td>
<td>HQ0131</td>
</tr>
<tr>
<td>Issue By DoDAAC</td>
<td>H98210</td>
</tr>
<tr>
<td>Admin DoDAAC</td>
<td>H98210</td>
</tr>
<tr>
<td>Inspect By DoDAAC</td>
<td>HQ0584</td>
</tr>
<tr>
<td>Ship To Code</td>
<td></td>
</tr>
<tr>
<td>Ship From Code</td>
<td></td>
</tr>
<tr>
<td>Mark For Code</td>
<td></td>
</tr>
<tr>
<td>Service Approver (DoDAAC)</td>
<td>HQ0584</td>
</tr>
<tr>
<td>Service Acceptor (DoDAAC)</td>
<td>HQ0584</td>
</tr>
<tr>
<td>Accept at Other DoDAAC</td>
<td></td>
</tr>
<tr>
<td>LPO DoDAAC</td>
<td></td>
</tr>
<tr>
<td>DCAA Auditor DoDAAC</td>
<td></td>
</tr>
<tr>
<td>Other DoDAAC(s)</td>
<td></td>
</tr>
</tbody>
</table>

(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

(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)
### Solicitation/Contract/Order for Commercial Items

**An Offeror to Complete Blocks 12, 17, 23, 24, and 30:**

<table>
<thead>
<tr>
<th>Block</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>3. Award/Effective Date</td>
<td>30-Jan-2015</td>
</tr>
<tr>
<td>4. Order Number</td>
<td>0001</td>
</tr>
<tr>
<td>5. Solicitation Number</td>
<td>0001</td>
</tr>
<tr>
<td>6. Solicitation Issue Date</td>
<td></td>
</tr>
<tr>
<td>7. For Solicitation Information Call</td>
<td></td>
</tr>
<tr>
<td>9. Issued By Code</td>
<td>H005845016000</td>
</tr>
<tr>
<td>10. This Acquisition Is</td>
<td>UNRESTRICTED OR X SET ASIDE: 100% FOR:</td>
</tr>
<tr>
<td>11. Delivery for FOB Destination Unless Block Is Marked</td>
<td>SEE SCHEDULE</td>
</tr>
<tr>
<td>12. Discount Terms</td>
<td>13a. This Contract Is a Rated Order Under DPAS (15 CFR 700)</td>
</tr>
<tr>
<td>13b. Rating</td>
<td></td>
</tr>
<tr>
<td>15. Deliver To Code</td>
<td>H00584</td>
</tr>
<tr>
<td>16. Administered By Code</td>
<td>H00584</td>
</tr>
<tr>
<td>17a. Contractor/Officer Code</td>
<td>360C2</td>
</tr>
<tr>
<td>17b. Check If Remittance Is Different and Put Such Address in Offer</td>
<td></td>
</tr>
<tr>
<td>18a. Payment Will Be Made By Code</td>
<td>H00131</td>
</tr>
<tr>
<td>18b. Submit Invoices to Address Shown in Block 18a. Unless Block Below Is Checked</td>
<td>X SEE ADDENDUM</td>
</tr>
<tr>
<td>19. Item No.</td>
<td></td>
</tr>
<tr>
<td>20. Schedule of Supplies/Services</td>
<td>SEE SCHEDULE</td>
</tr>
<tr>
<td>21. Quantity</td>
<td></td>
</tr>
<tr>
<td>22. Unit</td>
<td></td>
</tr>
<tr>
<td>23. Unit Price</td>
<td></td>
</tr>
<tr>
<td>24. Amount</td>
<td></td>
</tr>
<tr>
<td>25. Accounting and Appropriation Data</td>
<td></td>
</tr>
<tr>
<td>See Schedule</td>
<td>$1,471,755.65 EST</td>
</tr>
<tr>
<td>26. Total Award Amount (For Govt. Use Only)</td>
<td></td>
</tr>
<tr>
<td>27a. Solicitation Incorporates by Reference FAR 52.212-1, 52.212-4, FAR 52.212-3, 52.212-5 Are Attached</td>
<td>ADDENDA ARE X ARE NOT ATTACHED</td>
</tr>
<tr>
<td>27b. Contract/Purchase Order Incorporates by Reference FAR 52.212-4, FAR 52.212-5 Is Attached</td>
<td>ADDENDA ARE X ARE NOT ATTACHED</td>
</tr>
<tr>
<td>28. Contractor Is Required to Sign This Document and Return 2 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</td>
<td></td>
</tr>
<tr>
<td>29a. Signature of Offeror/Contractor</td>
<td></td>
</tr>
<tr>
<td>29b. Name and Title of Signer</td>
<td></td>
</tr>
<tr>
<td>30c. Date Signed</td>
<td>26-Jan-2015</td>
</tr>
</tbody>
</table>

**Additional Information:**

- **Type or Print**
- **Authorized for Local Reproduction**
- **Previous Edition Is Not Usable**
- **STANDARD FORM 1449 (REV. 2/2012)**
- **Prescribed by GSA – FAR (48 CFR) 53.212**

<table>
<thead>
<tr>
<th>ITEM NO.</th>
<th>SCHEDULE OF SUPPLIES/SERVICES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SEE SCHEDULE</td>
</tr>
</tbody>
</table>

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

34. VOUCHER NUMBER

35. AMOUNT VERIFIED CORRECT FOR

[ ] COMPLETE  [ ] PARTIAL  [ ] FINAL

36. PAYMENT

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 (Print)

42b. RECEIVED AT (Location)

42c. DATE REC'D (YY/MM/DD)

42d. TOTAL CONTAINERS
### ITEM NO SUPPLIES/SERVICES QUANTITY UNIT UNIT PRICE AMOUNT
0001 Survey Services and Market Research 1,471,755.65 Each $1.00 $1,471,755.65 EST

### ACCOUNTING AND APPROPRIATION DATA

AA: 9750190 7301 001 86001 2527 QD H5A5 HQ058450160001000181 AMOUNT: $1,471,755.65
CIN HQ0584501600010000001: $1,471,755.65

### INSPECTION AND ACCEPTANCE TERMS

Supplies/services will be inspected/accepted at:

<table>
<thead>
<tr>
<th>CLIN</th>
<th>INSPECT AT</th>
<th>INSPECT BY</th>
<th>ACCEPT AT</th>
<th>ACCEPT BY</th>
</tr>
</thead>
<tbody>
<tr>
<td>0001</td>
<td>Destination</td>
<td>Government</td>
<td>Destination</td>
<td>Government</td>
</tr>
</tbody>
</table>

### DELIVERY INFORMATION

<table>
<thead>
<tr>
<th>CLIN</th>
<th>DELIVERY DATE</th>
<th>QUANTITY</th>
<th>SHIP TO ADDRESS</th>
<th>UIC</th>
</tr>
</thead>
</table>
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.


**APPROXIMATE YOUTH POLL (YP) SURVEY & BRIEFING DECK SCHEDULE**

<table>
<thead>
<tr>
<th>Period of Performance 31 January 2015 through 30 January 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Study Wave</strong></td>
</tr>
<tr>
<td>Study Wave</td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Ref.</th>
<th>Delivery Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kick-off meeting</td>
<td>Para 4.1</td>
<td>Within 1 week of award date</td>
</tr>
<tr>
<td>Written summary of Kick-off meeting</td>
<td>Para 4.1</td>
<td>Within 2 weeks of kickoff mtg</td>
</tr>
<tr>
<td>Deliverable</td>
<td>Ref.</td>
<td>Delivery Date</td>
</tr>
<tr>
<td>------------------------------------------------</td>
<td>---------------</td>
<td>------------------------------------</td>
</tr>
<tr>
<td>YP 2015 Summer Questionnaires</td>
<td>Para 4.2</td>
<td>23 March 2015</td>
</tr>
<tr>
<td>YP 2015 Fall Questionnaires</td>
<td>Para 4.2</td>
<td>30 July 2015</td>
</tr>
<tr>
<td>YP 2015 Summer &amp; Fall Mailing Materials</td>
<td>Para 4.3</td>
<td>23 March 2015</td>
</tr>
<tr>
<td>Submit materials for Government R2O2 Review</td>
<td>Para 4.4</td>
<td>At least 2 weeks prior to printing</td>
</tr>
<tr>
<td>Weighted YP Summer 2015 Dataset</td>
<td>Para 4.6.1</td>
<td>8 December 2015</td>
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<tr>
<td>8 Weighted YP Monthly Datasets</td>
<td>Para 4.6.1</td>
<td>April through November during PoP</td>
</tr>
<tr>
<td>YP 2015 Spring Propensity Deck</td>
<td>Para 4.7</td>
<td>6 October 2015</td>
</tr>
<tr>
<td>YP 2015 Summer Propensity Deck</td>
<td>Para 4.7</td>
<td>End of PoP</td>
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<tr>
<td>Monthly YP Executive Summaries (April through November)</td>
<td>Para 4.7</td>
<td>April through November during PoP</td>
</tr>
<tr>
<td>YP 2015 Spring Module Brief</td>
<td>Para 4.8</td>
<td>21 November 2016</td>
</tr>
<tr>
<td>Regional &amp; State Level Analysis Brief</td>
<td>Para 4.9</td>
<td>End of PoP</td>
</tr>
<tr>
<td>YP 2015 Spring Tech Report</td>
<td>Para 4.10</td>
<td>30 October 2015</td>
</tr>
<tr>
<td>YP 2015 Summer Annotated Questionnaire</td>
<td>Para 4.6.2</td>
<td>8 December 2015</td>
</tr>
<tr>
<td>Paired Parent Questionnaire</td>
<td>4.12.1</td>
<td>1 July 2015</td>
</tr>
<tr>
<td>Paired Parent Dataset</td>
<td>4.12.5</td>
<td>End of PoP</td>
</tr>
<tr>
<td>Monthly Status Report</td>
<td>Para 4.13</td>
<td>Monthly during PoP by last workday of the month</td>
</tr>
</tbody>
</table>

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


(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*

<table>
<thead>
<tr>
<th>Field Name in WAWF</th>
<th>Data to be entered in WAWF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pay Official DoDAAC</td>
<td>HQ0131</td>
</tr>
<tr>
<td>Issue By DoDAAC</td>
<td>H98210</td>
</tr>
<tr>
<td>Admin DoDAAC</td>
<td>H98210</td>
</tr>
<tr>
<td>Inspect By DoDAAC</td>
<td>HQ0584</td>
</tr>
<tr>
<td>Ship To Code</td>
<td></td>
</tr>
<tr>
<td>Ship From Code</td>
<td></td>
</tr>
<tr>
<td>Mark For Code</td>
<td></td>
</tr>
<tr>
<td>Service Approver (DoDAAC)</td>
<td>HQ0584</td>
</tr>
<tr>
<td>Service Acceptor (DoDAAC)</td>
<td>HQ0584</td>
</tr>
<tr>
<td>Accept at Other DoDAAC</td>
<td></td>
</tr>
<tr>
<td>LPO DoDAAC</td>
<td></td>
</tr>
<tr>
<td>DCAA Auditor DoDAAC</td>
<td></td>
</tr>
<tr>
<td>Other DoDAAC(s)</td>
<td></td>
</tr>
</tbody>
</table>

(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.

(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: ________ ________

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

(End of clause)
AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT

2. AMENDMENT/MODIFICATION NO.  
P00001

3. EFFECTIVE DATE  
19-Nov-2015

4. REQUISITION/PURCHASE REQ. NO.  
HQ030E40000001000

5. PROJECT NO.(Applicable)  

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

7. ADMINISTERED BY (Other than item 6)  
DEFENSE HUMAN RESOURCES ACTIVITY
4800 MARK CENTER DRIVE,
ALEXANDRIA VA 22350-3000

8. NAME AND ADDRESS OF CONTRACTOR (No., Street, County, State and Zip Code)  
FORS MARSH GROUP LLC
4800 MARK CENTER DRIVE,
ARLINGTON VA 22201-5761

9A. AMENDMENT OF SOLICITATION NO.  

9B. DATED (SEE ITEM 11)  
15-Dec-2014

10A. MOD. OF CONTRACT/ORDER NO.  
H98210-15-D-0001

10B. DATED (SEE ITEM 13)  
19-Nov-2015

11A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print)  
[Signature of Contracting Officer]

11B. CONTRACTOR/OFFEROR  
[Signature of person authorized to sign]

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)  

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 [ ] is not, [ ] 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 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, remain unchanged and in full force and effect.

15A. NAME AND TITLE OF SIGNER (Type or print)  
[Signature of person authorized to sign]

16A. NAME AND TITLE OF SIGNER (Type or print)  
[Signature of person authorized to sign]

15B. CONTRACTOR/OFFEROR  
[Signature of person authorized to sign]

16B. UNITED STATES OF AMERICA  
[Signature of Contracting Officer]

16C. DATE SIGNED  
19-Nov-2015

STANDARD FORM 30 (Rev. 10-83)
Prescribed by GSA
FAR (48 CFR) 53.243
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)
1. REQUISITION NUMBER
H0058450130002000

2. CONTRACT NO.
H88210-15-D-0001

3. AWARD/DEFINITIVE DATE
16-Feb-2015

4. ORDER NUMBER
0002

5. SOLICITATION NUMBER

6. SOLICITATION ISSUE DATE

7. FOR SOLICITATION INFORMATION CALL:

8. OFFER TO COMPLETE BLOCKS 12, 17, 23, 24, AND 30

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

TEL:

FAX:

10. THIS ACQUISITION IS
X SMALL BUSINESS

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

12. DISCOUNT TERMS

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

14. METHOD OF SOLICITATION

15. DELIVER TO
UNIT ASSIST, HOT DESK STUDIES (JAMS)
1900 L ST NW, STE 100
ARLINGTON VA 22202

16. ADMINISTERED BY
DEFENSE HUMAN RESOURCES ACTIVITY
4800 MARK CENTER DRIVE,
ALEXANDRIA VA 22350-4000

17a. CONTRACTOR/ FACILITY OFFEROR CODE
FORS MARSH GROUP LLC
360C2

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

18a. PAYMENT WILL BE MADE BY
CODE HQ0131

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

19. ITEM NO.

20. SCHEDULE OF SUPPLIES/SERVICES
SEE SCHEDULE

21. QUANTITY

22. UNIT

23. UNIT PRICE

24. AMOUNT

25. ACCOUNTING AND APPROPRIATION DATA

See Schedule

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

$833,426.35

27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1, 52.212-4, FAR 52.212-3, 52.212-6 ARE ATTACHED.

ADDITIONS ARE NOT ATTACHED

27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4, FAR 52.212-5 IS ATTACHED.

ADDITIONS ARE NOT ATTACHED

28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN 2 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.

X 20. AWARD OF CONTRACT: REF. Technical Cost Proposal OFFER DATED 06-Feb-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

30b. NAME AND TITLE OF SIGNER

30c. DATE SIGNED
<table>
<thead>
<tr>
<th>ITEM NO.</th>
<th>SCHEDULE OF SUPPLIES/ SERVICES</th>
<th>QUANTITY</th>
<th>UNIT</th>
<th>UNIT PRICE</th>
<th>AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SEE SCHEDULE</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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
34. VOUCHER NUMBER
35. AMOUNT VERIFIED: CORRECT FOR
- COMPLETE
- PARTIAL
- FINAL

36. PAYMENT
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
42b. RECEIVED AT
42c. DATE REC'D
42d. TOTAL CONTAINERS
**Section SF 1449 - CONTINUATION SHEET**

<table>
<thead>
<tr>
<th>ITEM NO</th>
<th>SUPPLIES/SERVICES</th>
<th>QUANTITY</th>
<th>UNIT</th>
<th>UNIT PRICE</th>
<th>AMOUNT</th>
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<tbody>
<tr>
<td>0001</td>
<td>Survey Services and Market Research</td>
<td>833,426.35</td>
<td>Each</td>
<td>$1.00</td>
<td>$833,426.35</td>
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**PURCHASE REQUEST NUMBER:** HQ058450130002000

**NET AMT**

`ACRN AA
CIN: HQ0584501300020000001`

**DELIVERY INFORMATION**

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<td>POP 16-FEB-2015 TO 15-FEB-2016</td>
<td>N/A</td>
<td>JOINT ADVERT, MKT RES, STUDIES (JAMRS)</td>
<td>HQ0584</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>1919 SOUTH EADS STREET SUITE 100</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ARLINGTON VA 22202</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>FOB: Destination</td>
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</tr>
</tbody>
</table>

**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**
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 (R202) 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 R202 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.


4.20 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

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Ref.</th>
<th>Delivery Date (on or about)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kick-off meeting</td>
<td>Para 4.1</td>
<td>Within 1 week of award date</td>
</tr>
<tr>
<td>Kick-off meeting report</td>
<td>Para 4.1</td>
<td>Within 2 weeks of kickoff mtg</td>
</tr>
<tr>
<td>Deliverable</td>
<td>Ref.</td>
<td>Delivery Date (on or about)</td>
</tr>
<tr>
<td>---------------------------------------------------------------------------</td>
<td>--------</td>
<td>-----------------------------------------------------</td>
</tr>
<tr>
<td>Instructions on survey administration</td>
<td>Para 4.3</td>
<td>Within 2 weeks of award date</td>
</tr>
<tr>
<td>Deliver printed survey to MEPS</td>
<td>Para 4.4</td>
<td>Within 3 weeks of award date</td>
</tr>
<tr>
<td>Dataset</td>
<td>Para 4.10</td>
<td>Monthly during PoP once data collection begins</td>
</tr>
<tr>
<td>Annotated Questionnaire</td>
<td>Para 4.11</td>
<td>One month after fielding is complete</td>
</tr>
<tr>
<td>Formatted Survey for next wave of data collection</td>
<td>Para 4.13</td>
<td>End of PoP</td>
</tr>
<tr>
<td>IRB / R2O2 documents</td>
<td>Para 4.14</td>
<td>End of PoP</td>
</tr>
<tr>
<td>Monthly reports</td>
<td>Para 4.15</td>
<td>Monthly during PoP once data collection begins</td>
</tr>
<tr>
<td>Topline Reports</td>
<td>Para 4.16</td>
<td>End of PoP</td>
</tr>
<tr>
<td>Active Duty module briefing deck</td>
<td>Para 4.17</td>
<td>End of PoP</td>
</tr>
<tr>
<td>Reserve and Guard module briefing deck</td>
<td>Para 4.18</td>
<td>End of PoP</td>
</tr>
<tr>
<td>Technical Report</td>
<td>Para 4.19</td>
<td>End of PoP</td>
</tr>
<tr>
<td>Monthly Status Report</td>
<td>Para 4.20</td>
<td>Monthly during PoP</td>
</tr>
</tbody>
</table>

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.

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</tr>
<tr>
<td>Accept at Other DoDAAC</td>
<td></td>
</tr>
<tr>
<td>LPO DoDAAC</td>
<td></td>
</tr>
<tr>
<td>DCAA Auditor DoDAAC</td>
<td></td>
</tr>
<tr>
<td>Other DoDAAC(s)</td>
<td></td>
</tr>
</tbody>
</table>

(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)

(6) 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

**2. Amendment/Modification No.**

P00002

**3. Effective Date**

15-Oct-2015

**4. Requisition/Purchase Req. No.**

H98210-15-D-0001

**5. Project No. (Applicable)**

**6. Issued By**

**Code**

DEFENSE HUMAN RESOURCES ACTIVITY

**7. Administered By**

**Code**

DEFENSE HUMAN RESOURCES ACTIVITY

**8. Name and Address of Contractor**

(No., Street, County, State and Zip Code)

**9. Amendment of Solicitation No.**

**10. Mod. of Contract/Order No.**

H98210-15-D-0001

**11. This Item Only Applies to Amendments of Solicitations**

- The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of offer is extended.
- Offer must acknowledge receipt of this amendment prior to the hour and date specified for receipt of offer as amended by one of the following methods:
  - By completing Items 8 and 15, and returning copies of the amendment;
  - By acknowledging receipt of this amendment on each copy of the offer submitted; or
  - 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. 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 includes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.

**12. Accounting and Appropriation Data (If Required)**

- Accounting and Appropriation Data
  - Item 13
  - Item 14

**13. This Item Applies Only to Modifications of Contracts/Orders**

It modifies the contract/order no. as described in Item 14.

**14. Description of Amendment/Modification**

(organized by UCF section headings, including solicitation/contract subject matter where feasible.)

- Modification Control Number: [b][4][d][e][10]

The purpose of this modification is to exercise option periods 1, 2, 3, and 4, therefore extending the period of performance through December 14, 2016.

---

**15A. Name and Title of Signer**

**15B. Contractor/Offeror**

**15C. Date Signed**

**16A. Name and Title of Contracting Officer**

**16B. United States of America**

**16C. Date Signed**

---

**EXCEPTION TO SF 30**

APPROVED BY OIRM 11-84

STANDARD FORM 30 (Rev. 10-83)

Prescribed by GSA

FAR (48 CFR) 52.212-9
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)
OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, AND 30

1. REQUEST NUMBER
H00584000001000

2. CONTRACT NO.
H88210-15-D-0001

3. AWARD EFFECTIVE DATE
18-Mar-2015

4. ORDER NUMBER
0003

5. SOLICITATION NUMBER

6. SOLICITATION ISSUE DATE

7. FOR SOLICITATION

8. OFFER DUE DATE LOCAL TIME

9. ISSUED BY
DEFENSE HUMAN RESOURCES ACTIVITY
4000 MARK CENTER DRIVE
ALEXANDRIA VA 22302-4000

10. THIS ACQUISITION IS
□ UNRESTRICTED OR X 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
□ SIZE STANDARD: NAICS: 541910
□ 8(a)

11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED

12. DISCOUNT TERMS

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

13b. RATING

14. METHOD OF SOLICITATION

15. DELIVER TO
DEFENSE HUMAN RESOURCES ACTIVITY
4000 MARK CENTER DRIVE
ALEXANDRIA VA 22302-4000

16. ADMINISTERED BY
DEFENSE HUMAN RESOURCES ACTIVITY
4000 MARK CENTER DRIVE
ALEXANDRIA VA 22302-4000

17a. CONTRACTOR CODE
360C2

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

18a. PAYMENT WILL BE MADE BY

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

19. ITEM NO.

20. SCHEDULE OF SUPPLIES/SERVICES

21. QUANTITY

22. UNIT

23. UNIT PRICE

24. AMOUNT

25. ACCOUNTING AND APPROPRIATION DATA

See Schedule

$613,470.90

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

27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1, 52.212-4, FAR 52.212-3, 52.212-6 ARE ATTACHED

27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4, FAR 52.212-5 IS ATTACHED

28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN 2 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

29a. SIGNATURE OF OFFEROR/CONTRACTOR

[Signatures]

29b. NAME AND TITLE OF SIGNER

[Names and Titles]

29c. DATE SIGNED

[Dates]

X 30a. 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

[Signatures]

[Dates]
|-------------|-----------------------------------|-------------|--------|----------------|----------|

**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

34. VOUCHER NUMBER

35. AMOUNT VERIFIED: CORRECT FOR

- [ ] COMPLETE
- [ ] PARTIAL
- [ ] FINAL

36. PAYMENT

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 (Print)

42b. RECEIVED AT (Location)

42c. DATE REC'D (YY/MM/DD)

42d. TOTAL CONTAINERS
Section SF 1449 - CONTINUATION SHEET

<table>
<thead>
<tr>
<th>ITEM NO</th>
<th>SUPPLIES/SERVICES</th>
<th>QUANTITY</th>
<th>UNIT</th>
<th>UNIT PRICE</th>
<th>AMOUNT</th>
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<tbody>
<tr>
<td>0001</td>
<td>Survey Services and Market Research</td>
<td>613,470.90</td>
<td>Each</td>
<td>$1.00</td>
<td>$613,470.90</td>
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PURCHASE REQUEST NUMBER: HQ05845055001000

ACCOUNTING AND APPROPRIATION DATA

AA: 9750190 7301 001 86001 2527 QD H5A5 HQ058450550001 033181
AMOUNT: $613,470.90
CIN HQ05845055000100000001: $613,470.90

INSPECTION AND ACCEPTANCE TERMS

Supplies/services will be inspected/accepted at:

<table>
<thead>
<tr>
<th>CLIN</th>
<th>INSPECT AT</th>
<th>INSPECT BY</th>
<th>ACCEPT AT</th>
<th>ACCEPT BY</th>
</tr>
</thead>
<tbody>
<tr>
<td>0001</td>
<td>Destination</td>
<td>Government</td>
<td>Destination</td>
<td>Government</td>
</tr>
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</table>

DELIVERY INFORMATION

<table>
<thead>
<tr>
<th>CLIN</th>
<th>DELIVERY DATE</th>
<th>QUANTITY</th>
<th>SHIP TO ADDRESS</th>
<th>UIC</th>
</tr>
</thead>
</table>
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 kickoff 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

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

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


(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

<table>
<thead>
<tr>
<th>Field Name in WAWF</th>
<th>Data to be entered in WAWF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pay Official DoDAAC</td>
<td>HQ0131</td>
</tr>
<tr>
<td>Issue By DoDAAC</td>
<td>H98210</td>
</tr>
<tr>
<td>Admin DoDAAC</td>
<td>H98210</td>
</tr>
<tr>
<td>Inspect By DoDAAC</td>
<td>HQ0584</td>
</tr>
<tr>
<td>Ship To Code</td>
<td></td>
</tr>
<tr>
<td>Ship From Code</td>
<td></td>
</tr>
<tr>
<td>Mark For Code</td>
<td></td>
</tr>
<tr>
<td>Service Approver (DoDAAC)</td>
<td>HQ0584</td>
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<tr>
<td>Service Acceptor (DoDAAC)</td>
<td>HQ0584</td>
</tr>
<tr>
<td>Accept at Other DoDAAC</td>
<td>HQ0584</td>
</tr>
<tr>
<td>LPO DoDAAC</td>
<td></td>
</tr>
<tr>
<td>DCAA Auditor DoDAAC</td>
<td></td>
</tr>
<tr>
<td>Other DoDAAC(s)</td>
<td></td>
</tr>
</tbody>
</table>

(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.

(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

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

(End of clause)
AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT

| AMENDMENT/MODIFICATION NO. | 01 |
| Effective Date | 26-Aug-2016 |
| REQUISITION/PURCHASE REQ. NO. | H08210 |
| PROJECT NO. (if applicable) | |
| AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT |

| CODE | H08210 |
| ADMINISTERED BY | (if other than item 5) |

DEFENSE HUMAN RESOURCES ACTIVITY
AFCFR: 2200-1000

9A. AMENDMENT OF SOLICITATION NO.
9B. DATED (SEE ITEM 11)

10A. MOD. OF CONTRACT/ORDER NO. |
10B. DATED (SEE ITEM 13)

CODE: 360C2

11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS

☐ The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of offer is extended, ☐ is not extended.

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 such telegram or letter includes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.

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: ☐ Bilateral per mutual agreement of parties.

D. OTHER (Specify type of modification and authority)

E. IMPORTANT: Contractor ☐ is not, ☒ is required to sign this document and return 1 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)(5)(10)

The purpose of this modification is to allow usage of funds against QUN002 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 hereinafter changed, remain unchanged and in full force and effect.

15A. NAME AND TITLE OF SIGNER (Type or print)

15B. CONTRACTOR/OFFERER (Signeture of person authorized to sign)

15C. DATE SIGNED

16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print)

16B. UNITED STATES OF AMERICA

16C. DATE SIGNED

STANDARD FORM 30 (Rev. 10-83)

Prescribed by GSA

FAR (48 CFR) 53.243

24-Aug-2016

EXCEPTION TO SF 30

APPROVED BY OIRM 11-84

30-105-04
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,
ALEXANDRIA VA 22350-1300
to
DEFENSE HUMAN RESOURCES ACTIVITY
4800 MARK CENTER DRIVE,
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: P0003

2. AMENDMENT/MODIFICATION NO.: 0003


4. REQUISITION/PURCHASE REQ. NO.: HQ05844-0000001000

5. PROJECT NO. (Applicable): 0000

6. ISSUED BY CODE: H88210

7. ADMINISTERED BY (Other than items): 

See Item 6

8. NAME AND ADDRESS OF CONTRACTOR (No., Street, County, State and Zip Code):

9. AMENDMENT OF SOLICITATION NO.

10. MOD. OF CONTRACT/ORDER NO. H88210-15-D-0001

11. MOD. OF CONTRACT/ORDER NO. 15A. MOD. OF CONTRACT/ORDER NO.

12. ACCOUNTING AND APPROPRIATION DATA (If required):

13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACT ORDERS.

14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by UCF section headings, including solicitation/contract subject matter where feasible.)

The purpose of this modification is to change the payment office from DFAS to DAH. 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:

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.

15. NAME AND TITLE OF SIGNER (Type or print)

16. NAME AND TITLE OF CONTRACTING OFFICER (Type or print)

17. DATE SIGNED

18. UNITED STATES OF AMERICA

19. DATE SIGNED

EXCEPTION TO SF 30

APPROVED BY OIRM 11-84

STANDARD FORM 30 (Rev. 10-83)

Prescribed by GSA

FAR (48 CFR) 53.243
The 'issued by' organization has changed from
DEFENSE HUMAN RESOURCES ACTIVITY
4800 MARK CENTER DRIVE,
ALEXANDRIA VA 22350-1300
to
DEFENSE HUMAN RESOURCES ACTIVITY
4800 MARK CENTER DRIVE,
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,
ALEXANDRIA VA 22350-1300
to
DEFENSE HUMAN RESOURCES ACTIVITY
4800 MARK CENTER DRIVE,
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
DAD/HRA - 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


(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*

<table>
<thead>
<tr>
<th>Field Name in WAWF</th>
<th>Data to be entered in WAWF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pay Official DoDAAC</td>
<td>HQ0790</td>
</tr>
<tr>
<td>Issue By DoDAAC</td>
<td>H98210</td>
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<td>Admin DoDAAC</td>
<td>H98210</td>
</tr>
<tr>
<td>Inspect By DoDAAC</td>
<td>HQ0584</td>
</tr>
<tr>
<td>Ship To Code</td>
<td></td>
</tr>
<tr>
<td>Ship From Code</td>
<td></td>
</tr>
</tbody>
</table>
(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.

(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

(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

**OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, AND 30**

### 2. CONTRACT NUMBER
H98210-15-D-0001

### 3. AWARD/EFFECTIVE DATE
01-Apr-2015

### 4. ORDER NUMBER
0004

### 5. SOLICITATION NUMBER
H98210

### 6. SOLICITATION ISSUE DATE
0004

### 9. ISSUED BY
DEFENSE HUMAN RESOURCES ACTIVITY
4800 MARK CENTER DRIVE,
ALEXANDRIA, VA 22350-4000

### 10. THIS ACQUISITION IS
- [ ] UNRESTRICTED
- [x] SET ASIDE: [ ]% FOR:
  - [x] WOMEN-OWNED SMALL BUSINESS (WOSB)
  - [ ] ECONOMICALLY DISADVANTAGED WOMEN-OWNED SMALL BUSINESS (EDWOSB)
  - [ ] SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS (SDVOSB)
  - [ ] 8(A)

### 11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED
- [ ] SEE SCHEDULE

### 12. DISCOUNT TERMS
- [ ] Net30

### 13. RATING
- [x] THIS CONTRACT IS A RATED ORDER UNDER CPAS (15 CFR 700)

### 14. METHOD OF SOLICITATION
- [ ] RFI
- [x] IFB
- [ ] RFP

### 15. DELIVER TO
- [ ] CODE H005841

### 16. ADMINISTERED BY
- [ ] CODE H98210

### 17. CONTRACTOR/FOURER
- [ ] CODE 360C2

### 18. PAYMENT WILL BE MADE BY
- [ ] CODE H00131

### 19. ITEM NO.

<table>
<thead>
<tr>
<th>ITEM NO.</th>
<th>SCHEDULE OF SUPPLIES/SERVICES</th>
<th>QUANTITY</th>
<th>UNIT</th>
<th>UNIT PRICE</th>
<th>AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SEE SCHEDULE</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### 20. TOTAL AWARD AMOUNT (For Govt. Use Only)
$1,466,431.24

### 21. ACCOUNTING AND APPROPRIATION DATA

See Schedule

### 22. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1, 52.212-4, 52.212-3-52.212-6 ARE ATTACHED
ADDITIONS ARE [ ] NOT ATTACHED

### 23. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4, 52.212-5 IS ATTACHED
ADDITIONS ARE [ ] NOT ATTACHED

### 24. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN 2 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.

### 25. AWARD OF CONTRACT: REF. OFFER DATED 25-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

### 26. SIGNATURE OF OFFEROR/CONTRACTOR

[Signature of Contracting Officer]

### 27. NAME AND TITLE OF SIGNER

[Name and Title of Signer]

### 28. DATE SIGNED

[Date Signed]

---

STANDARD FORM 1449 (REV. 2/2012)

Prescribed by GSA – FAR (48 CFR) 53.212

AUTHORIZED FOR LOCAL REPRODUCTION

PREVIOUS EDITION IS NOT USEABLE
|-------------|-----------------------------------|-------------|--------|----------------|------------|

**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

34. VOUCHER NUMBER

35. AMOUNT VERIFIED:
- CORRECT FOR
- COMPLETE
- PARTIAL
- FINAL

36. PAYMENT

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 (Print)

42b. RECEIVED AT (Location)

42c. DATE REC'D (YY/MM/DD)

42d. TOTAL CONTAINERS
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<thead>
<tr>
<th>ITEM NO</th>
<th>SUPPLIES/SERVICES</th>
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<th>UNIT</th>
<th>UNIT PRICE</th>
<th>AMOUNT</th>
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<td></td>
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<tr>
<td>NET AMT</td>
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<td>$1,457,607.91</td>
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<td>ACRN AA</td>
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<table>
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<th>ITEM NO</th>
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<th>UNIT</th>
<th>UNIT PRICE</th>
<th>AMOUNT</th>
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<tr>
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<td></td>
<td>Not to Exceed $8,823.33</td>
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<td>CIN:</td>
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**DELIVERY INFORMATION**

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<th>CLIN</th>
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<td>N/A</td>
<td>JOINT ADVERT, MKT RES, STUDIES (JAMRS)</td>
<td>HQ0584</td>
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<tr>
<td></td>
<td></td>
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<td>1919 SOUTH EADS STREET SUITE 100 ARLINGTON VA 22202</td>
<td></td>
</tr>
<tr>
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</table>
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:

<table>
<thead>
<tr>
<th>CLIN</th>
<th>INSPECT AT</th>
<th>INSPECT BY</th>
<th>ACCEPT AT</th>
<th>ACCEPT BY</th>
</tr>
</thead>
<tbody>
<tr>
<td>0001</td>
<td>Destination</td>
<td>Government</td>
<td>Destination</td>
<td>Government</td>
</tr>
<tr>
<td>0002</td>
<td>Destination</td>
<td>Government</td>
<td>Destination</td>
<td>Government</td>
</tr>
</tbody>
</table>

Administrative - Points of Contact:

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

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Ref.</th>
<th>Delivery Date (on or about)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kick-off meeting</td>
<td>Para 4.1</td>
<td>1 April 2015</td>
</tr>
<tr>
<td>Written summary of Kick-off meeting</td>
<td>Para 4.1</td>
<td>Two weeks after kick-off meeting</td>
</tr>
<tr>
<td>Formatted Questionnaires</td>
<td>Para 4.4</td>
<td>Five working days prior to the beginning of each calendar year quarter (i.e., Jan-Mar, Apr-Jun, Jul-Sep, Oct-Dec).</td>
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<tr>
<td>Weighted Dataset</td>
<td>Para 4.5</td>
<td>Ten working days after the end of each calendar year quarter</td>
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<td>Aggregated Dataset</td>
<td>Para 4.6</td>
<td>Fifteen working days after the end of each calendar year quarter.</td>
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<td>Annotated Questionnaire</td>
<td>Para 4.7</td>
<td>Fifteen working days after the end of each calendar year quarter.</td>
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<tr>
<td>Quarterly Briefing Decks</td>
<td>Para 4.8</td>
<td>Two months after the quarterly fielding period</td>
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<td>Deliverable</td>
<td>Ref.</td>
<td>Delivery Date (on or about)</td>
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<tr>
<td>Monthly Status Report</td>
<td>Para 4.11</td>
<td>Monthly during PoP</td>
</tr>
</tbody>
</table>

### 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.

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<tr>
<td>Issue By DoDAAC</td>
<td>H98210</td>
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<td>Admin DoDAAC</td>
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<td>Inspect By DoDAAC</td>
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<tr>
<td>Ship To Code</td>
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<td>Ship From Code</td>
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<td>Mark For Code</td>
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WAWF POC: [Redacted]

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

(End of clause)
**AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT**

<table>
<thead>
<tr>
<th>2. AMENDMENT/MODIFICATION NO.</th>
<th>3. EFFECTIVE DATE</th>
<th>4. REQUISITION/PURCHASE REQ. NO.</th>
<th>5. PROJECT NO.(If applicable)</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>29-Apr-2015</td>
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<td>H98201000030000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>6. ISSUED BY CODE</th>
<th>7. ADMINISTERED BY CODE</th>
</tr>
</thead>
<tbody>
<tr>
<td>DEFENSE HUMAN RESOURCES ACTIVITY</td>
<td></td>
</tr>
<tr>
<td>H8210</td>
<td>H8210</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>8. NAME AND ADDRESS OF CONTRACTOR</th>
<th>9A. AMENDMENT OF SOLICITATION NO.</th>
</tr>
</thead>
<tbody>
<tr>
<td>EDPS MARSH Group LLC</td>
<td></td>
</tr>
<tr>
<td>NORTH QUEEN ST STE 659</td>
<td></td>
</tr>
<tr>
<td>ARLINGTON VA 22201-6781</td>
<td></td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>CODE</th>
<th>10A. MOD. OF CONTRACT/ORDER NO.</th>
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</thead>
<tbody>
<tr>
<td>36002</td>
<td>H8210-15-D-0001-0005</td>
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<th>10B. DATED (SEE ITEM 13)</th>
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<td>29-Apr-2015</td>
</tr>
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<table>
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<tr>
<th>CODE</th>
<th>11A. MODIFICATION NO.</th>
</tr>
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<tbody>
<tr>
<td>H8210</td>
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</tbody>
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<table>
<thead>
<tr>
<th>11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of offer is extended.</td>
</tr>
</tbody>
</table>

| 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 such telegram or letter makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified. |

<table>
<thead>
<tr>
<th>12. ACCOUNTING AND APPROPRIATION DATA (If required)</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACTS/ORDERS. It modifies the Contract/Order NO. as described in Item 14.</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. THIS CHANGE ORDER IS ISSUED PURSUANT TO: (Specify authority) THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDERS IN ITEM 10A.</td>
</tr>
<tr>
<td>B. THE ABOVE NUMBERED CONTRACT/ORDER IS MODIFIED TO REFLECT THE ADMINISTRATIVE CHANGES: (Specify in paying office, appropriation date, etc.) SET FORTH IN ITEM 14, PURSUANT TO THE AUTHORITY OF FAR 43.103(B).</td>
</tr>
<tr>
<td>C. THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO PURSUANT TO AUTHORITY OF:</td>
</tr>
<tr>
<td>D. OTHER (Specify type of modification and authority)</td>
</tr>
</tbody>
</table>

| E. IMPORTANT: Contractor [ ] is not, [ ] is required to sign this document and return __ copies to the issuing office. |

<table>
<thead>
<tr>
<th>14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by UCF section headings, including solicitation/contract subject matter where feasible.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Modification Control Number: [D(4)(D)10]</td>
</tr>
<tr>
<td>The purpose of this modification is to correct the Period of Performance on GLN 0002.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>15A. NAME AND TITLE OF SIGNER (Type or print)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Signature of person authorized to sign)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Signature of Contracting Officer)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>16B. UNITED STATES OF AMERICA</th>
<th>16C. MODIFICATION NO.</th>
</tr>
</thead>
<tbody>
<tr>
<td>BY [D(6)]</td>
<td>H8210-15-D-0001-0005</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>16C. DATE SIGNED</th>
</tr>
</thead>
<tbody>
<tr>
<td>27-Apr-2015</td>
</tr>
</tbody>
</table>

**EXCEPTION TO SF 30**

**APPROVED BY OIRM 11-84**

STANDARD FORM 30 (Rev. 10-83)

Prescribed by GSA

FAR (48 CFR) 53.243
The following Delivery Schedule item for CLIN 0002 has been changed from:

<table>
<thead>
<tr>
<th>DELIVERY DATE</th>
<th>QUANTITY</th>
<th>SHIP TO ADDRESS</th>
<th>UIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>POP 29-SEP-2015 TO 28-SEP-2016</td>
<td>N/A</td>
<td>JOINT ADVERT, MKT RES, STUDIES (JAMRS)</td>
<td>HQ0584</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1919 SOUTH EADS STREET SUITE 100</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>ARLINGTON VA 22202</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>FOB: Destination</td>
<td></td>
</tr>
</tbody>
</table>

To:

<table>
<thead>
<tr>
<th>DELIVERY DATE</th>
<th>QUANTITY</th>
<th>SHIP TO ADDRESS</th>
<th>UIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>POP 29-APR-2015 TO 28-APR-2016</td>
<td>N/A</td>
<td>JOINT ADVERT, MKT RES, STUDIES (JAMRS)</td>
<td>HQ0584</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1919 SOUTH EADS STREET SUITE 100</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>ARLINGTON VA 22202</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>FOB: Destination</td>
<td></td>
</tr>
</tbody>
</table>
**AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT**

<table>
<thead>
<tr>
<th>2. AMENDMENT/MODIFICATION NO.</th>
<th>3. EFFECTIVE DATE</th>
<th>4. REQUISITION/PURCHASE REQ. NO.</th>
<th>5. PROJECT NO. (if applicable)</th>
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<tr>
<td>02</td>
<td>11-Nov-2016</td>
<td>H98201588000000</td>
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</tr>
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</table>

6. ISSUED BY CODE H98210 7. ADMINISTERED BY CODE H98210

DEFENSE HUMAN RESOURCES ACTIVITY 660 MARK CENTER DRIVE ALEXANDRIA, VA 22330-4000

8. NAME AND ADDRESS OF CONTRACTOR (No., Street, County, State and Zip Code)

FORS MARSH GROUP LLC 660 MARK CENTER DRIVE, STE 619 ARLINGTON, VA 22201-5761

CODE 360C2 FACILITY CODE


11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS

- The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of offer is not extended.
- 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:
  - By completing Items 8 and 15, and returning copies of the amendment;
  - By acknowledging receipt of this amendment on each copy of the offer submitted;
  - 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 includes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.

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 I SSED 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:

- Bilateral per mutual agreement of the parties.

D. OTHER (Specify type of modification and authority)

E. IMPORTANT: Contractor is required to sign this document and return 1 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](3):11

The purpose of this modification is to decollate 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 hereof/hereinafter, remain 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)

15B. CONTRACTOR/OFFEROR (Signature of person authorized to sign)

16B. UNITED STATES OF AMERICA

15C. DATE SIGNED 16C. DATE SIGNED

08-Nov-2016

STANDARD FORM 30 (Rev. 10-83) Prescribed by GSA FAR (48 CFR) 53.243
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/1AQ
ATTN: CAPSW/OP2
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

(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**

<table>
<thead>
<tr>
<th>Field Name in WAWF</th>
<th>Data to be entered in WAWF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pay Official DoDAAC</td>
<td>HQ0790</td>
</tr>
<tr>
<td>Issue By DoDAAC</td>
<td>H98210</td>
</tr>
<tr>
<td>Admin DoDAAC</td>
<td>H98210</td>
</tr>
<tr>
<td>Inspect By DoDAAC</td>
<td>HQ0584</td>
</tr>
<tr>
<td>Ship To Code</td>
<td></td>
</tr>
</tbody>
</table>
(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: [D](6)
CON [D](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 [D](6)

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

(End of clause)
AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT

<table>
<thead>
<tr>
<th>2. AMENDMENT/MODIFICATION NO.</th>
<th>3. EFFECTIVE DATE</th>
<th>4. REQUISITION/PURCHASE REQ. NO.</th>
<th>5. PROJECT NO. (if applicable)</th>
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<td>P00004</td>
<td>15-Dec-2016</td>
<td>HQ0664W00000001000</td>
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6. ISSUED BY: CODE: H98210

DEFENSE HUMAN RESOURCES ACTIVITY
4600 MARK CENTER DRIVE
ALEXANDRIA, VA 22350-4002

7. ADMINISTERED BY: CODE: H98210

See Item 6

8. NAME AND ADDRESS OF CONTRACTOR: (No., Street, County, State and Zip Code)

FORSYS GROUP LLC
3490 LEE CENTER DRIVE
ARLINGTON, VA 22201-5761

9A. AMENDMENT OF SOLICITATION NO.

10A. MOD. OF CONTRACT/ORDER NO.

10B. DATED (SEE ITEM 13)

CODE: 36002

FACILITY CODE: X

11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS

The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of offer is not extended. 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:

- By completing Items 8 and 15, and returning copies of the amendment;
- By acknowledging receipt of this amendment on each copy of the offer submitted;
- By separate letter or telegrams 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 you desire to change an offer already submitted, you may do so by telegram or letter, provided each telegram or letter includes a reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.

12. ACCOUNTING AND APPROPRIATION DATA (if required)

13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACT/ORDERS

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:

D. OTHER (Specify type of modification and authority)

Unilateral AAW FAR 52.217-9

E. IMPORTANT: Contractor is not, 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 1

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.

15A. NAME AND TITLE OF SIGNER (Type or print)

16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print)

15B. CONTRACTOR/OFFEROR

16B. UNITED STATES OF AMERICA

15C. DATE SIGNED

16C. DATE SIGNED

EXCEPTION TO SF 30

STANDARD FORM 30 (Rev. 10-83)

APPROVED BY OIRM 11-84

30-105-04

PRESCRIBED BY GSA

FAR (48 CFR) 52.243
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**

<table>
<thead>
<tr>
<th>2. AMENDMENT/MODIFICATION NO.</th>
<th>3. EFFECTIVE DATE</th>
<th>4. REQUISITION/PURCHASE REQ. NO.</th>
<th>5. PROJECT NO. (Applicable)</th>
<th>1. CONTRACT ID CODE</th>
<th>PAGE OF PAGES</th>
</tr>
</thead>
<tbody>
<tr>
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<td>21-Oct-2016</td>
<td>H98210</td>
<td>J</td>
<td>1</td>
<td>4</td>
</tr>
</tbody>
</table>

6. ISSUED BY                  7. ADMINISTERED BY (Other than firm)  
DEFENSE HUMAN RESOURCES ACTIVITY  
4900 MARK CENTER DRIVE, ALEXANDRIA VA 22350-4000  
CODE H98210                      CODE H98210

8. NAME AND ADDRESS OF CONTRACTOR:  
FOR MARSH GROUP LLC  
8A. MOD. OF CONTRACT/OFFER NO.  
H98210-15-D-0001-0017

9A. AMENDMENT OF SOLICITATION NO.  
9B. DATED (SEE ITEM 11)  
10A. MOD. OF CONTRACT/OFFER NO.  
H98210-15-D-0001-0017  
10B. DATED (SEE ITEM 13)  
11-Jul-2016

11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS  
☐ The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of offer is extended, ☐ is not extended.

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 Item 8 and 15, and returning copies of the amendment;
- (b) By acknowledging receipt of this amendment on each copy of the offer submitted;
- (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 you refuse 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.

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:

D. OTHER (Specify type of modification and authority)

E. IMPORTANT: Contractor ☐ is not, ☐ 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: 01-034-0110

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:

DFAS COLUMBUS CENTER  
DAHRA-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 10A or 10B, as herein changed, remain unchanged and in full force and effect.

15A. NAME AND TITLE OF SIGNER (Type or print)

15B. CONTRACTOR/OFFEROR  
15C. DATE SIGNED  
16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print)  
16B. DATE SIGNED  
16C. DATE SIGNED

(Signature of person authorized to sign)  
(Signature of Contracting Officer)

STANDARD FORM 30 (Rev. 10-83)  
Approved by OIRM 11-84  
FAR (48 CFR) 53.243
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


(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*

<table>
<thead>
<tr>
<th>Field Name in WAWF</th>
<th>Data to be entered in WAWF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pay Official DoDAAC</td>
<td>HQ0790</td>
</tr>
<tr>
<td>Issue By DoDAAC</td>
<td>H98210</td>
</tr>
<tr>
<td>Admin DoDAAC</td>
<td>H98210</td>
</tr>
<tr>
<td>Inspect By DoDAAC</td>
<td>H98201</td>
</tr>
<tr>
<td>Ship To Code</td>
<td></td>
</tr>
<tr>
<td>Ship From Code</td>
<td></td>
</tr>
<tr>
<td>Mark For Code</td>
<td></td>
</tr>
<tr>
<td>Service Approver (DoDAAC)</td>
<td>H98201</td>
</tr>
<tr>
<td>Service Acceptor (DoDAAC)</td>
<td>H98201</td>
</tr>
<tr>
<td>Accept at Other DoDAAC</td>
<td></td>
</tr>
<tr>
<td>LPO DoDAAC</td>
<td></td>
</tr>
<tr>
<td>DCAA Auditor DoDAAC</td>
<td></td>
</tr>
<tr>
<td>Other DoDAAC(s)</td>
<td></td>
</tr>
</tbody>
</table>

(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: [email]
(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**

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

(End of clause)

(End of Summary of Changes)
<table>
<thead>
<tr>
<th>Item No.</th>
<th>Schedule of Supplies/Services</th>
<th>Quantity</th>
<th>Unit</th>
<th>Unit Price</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SEE SCHEDULE</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>25. Accounting and Appropriation Data</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$1,472,766.92</td>
</tr>
<tr>
<td>27a. Solicitation incorporates by reference FAR 52.212-1, 52.212-4, FAR 52.212-3, 52.212-6 are attached.</td>
<td>Addenda are not attached</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>27b. Contract/Purchase order incorporates by reference FAR 52.212-4, FAR 52.212-5 is attached.</td>
<td>Addenda are not attached</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>28. Contractor is required to sign this document and return 2 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.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>30a. Signature of Offeror/Contractor</td>
<td>United States of America (Signature of Contracting Officer)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>30b. Name and Title of Signer</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>30c. Date Signed</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

STANDARD FORM 1449 (REV. 2/2012) Prescribed by GSA – FAR (48 CFR) 53.212
### SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS

(Continued)

|-----|-----------------------------------|--------------|----------|----------------|------------|

**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

34. VOUCHER NUMBER

35. AMOUNT VERIFIED: CORRECT FOR

- [ ] COMPLETE
- [ ] PARTIAL
- [ ] FINAL

36. PAYMENT

37. CHECK NUMBER

- [ ] PARTIAL
- [ ] FINAL

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 (Print)

42b. RECEIVED AT (Location)

42c. DATE REC'D (YY/MM/DD)

42d. TOTAL CONTAINERS

---

*STANDARD FORM 1449 (REV. 2/2012) BACK*

*PREVIOUS EDITION IS NOT USABLE*

*PREScribed by GSA - FAR (48 CFR) 53.212*
### Section SF 1449 - CONTINUATION SHEET

<table>
<thead>
<tr>
<th>ITEM NO</th>
<th>SUPPLIES/SERVICES</th>
<th>QUANTITY</th>
<th>UNIT</th>
<th>UNIT PRICE</th>
<th>AMOUNT</th>
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</thead>
<tbody>
<tr>
<td>0001</td>
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<td>1,459,466.02</td>
<td>Each</td>
<td>$1.00</td>
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**PURCHASE REQUEST NUMBER:** H9820150980003000

<table>
<thead>
<tr>
<th>NET AMT</th>
<th>$1,459,466.02</th>
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<tr>
<td>ACRN AA</td>
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<td>CIN:</td>
<td>H98201509800030000001</td>
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<th>SUPPLIES/SERVICES</th>
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<th>UNIT</th>
<th>UNIT PRICE</th>
<th>AMOUNT</th>
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<tr>
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**PURCHASE REQUEST NUMBER:** H9820150980003000

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<td>ACRN AA</td>
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<td>CIN: H98201509800030000002</td>
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### DELIVERY INFORMATION

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<th>CLIN</th>
<th>DELIVERY DATE</th>
<th>QUANTITY</th>
<th>SHIP TO ADDRESS</th>
<th>UIC</th>
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<tbody>
<tr>
<td>0001</td>
<td>POP 29-APR-2015 TO 28-APR-2016</td>
<td>N/A</td>
<td>JOINT ADVERT, MKT RES, STUDIES (JAMRS)</td>
<td>HQ0584</td>
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</table>

1919 SOUTH EADS STREET SUITE 100
ARLINGTON VA 22202

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:

<table>
<thead>
<tr>
<th>CLIN</th>
<th>INSPECT AT</th>
<th>INSPECT BY</th>
<th>ACCEPT AT</th>
<th>ACCEPT BY</th>
</tr>
</thead>
<tbody>
<tr>
<td>0001</td>
<td>Destination</td>
<td>Government</td>
<td>Destination</td>
<td>Government</td>
</tr>
<tr>
<td>0002</td>
<td>Destination</td>
<td>Government</td>
<td>Destination</td>
<td>Government</td>
</tr>
</tbody>
</table>

Administrative - Points of Contact:

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

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

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-trips 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


(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**

<table>
<thead>
<tr>
<th>Field Name in WAWF</th>
<th>Data to be entered in WAWF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pay Official DoDAAC</td>
<td>HQ0131</td>
</tr>
<tr>
<td>Issue By DoDAAC</td>
<td>H98210</td>
</tr>
<tr>
<td>Admin DoDAAC</td>
<td>H98210</td>
</tr>
<tr>
<td>Inspect By DoDAAC</td>
<td>HQ0584</td>
</tr>
<tr>
<td>Ship To Code</td>
<td></td>
</tr>
<tr>
<td>Ship From Code</td>
<td></td>
</tr>
<tr>
<td>Mark For Code</td>
<td></td>
</tr>
</tbody>
</table>
(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.

(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:

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

(End of clause)
AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT

2. AMENDMENT/MODIFICATION NO.  3. EFFECTIVE DATE
P00005  20-Sep-2017

4. REQUISITION/PURCHASE REQ. NO.  5. PROJECT NO.(if applicable)
HQ23A4000001000

6. ISSUED BY CODE  7. ADMINISTERED BY (if other than item 6) CODE
DEFENSE HUMAN RESOURCES ACTIVITY  H88210
4400 MANSFIELD CENTER DRIVE  I-198210
ALEXANDRIA VA 22350-4000

See Item 6

8. NAME AND ADDRESS OF CONTRACTOR (No., Street, County, State and Zip Code)
[Name and Address]  9A. AMENDMENT OF SOLICITATION NO.
[NAME AND ADDRESS OF CONTRACTOR]  9B. DATED (SEE ITEM 11)
[NAME AND ADDRESS OF CONTRACTOR]  10A. MOD. OF CONTRACT/ORDER NO.
[NAME AND ADDRESS OF CONTRACTOR]  10B. DATED (SEE ITEM 13)
[NAME AND ADDRESS OF CONTRACTOR]

11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS
☐ The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of offer is extended. ☐ is not extended.
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 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 includes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.

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 ☐ is not. ☒ is required to sign this document and return 1 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: [MOD#]
The purpose of this modification is to decrease the ceiling on QL1 0001 by $52,927.72 and increase the ceiling on QL2 0001 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)
[Name and Title]
15B. CONTRACTOR/OFFEROR (Signature of person authorized to sign)
[Signature]
15C. DATE SIGNED  16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print)
20-Sep-2017

STANDARD FORM 30 (Rev. 10-83)
Prescribed by GSA
FAR (48 CFR) 53.243
SUMMARY OF CHANGES

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:

<table>
<thead>
<tr>
<th>DELIVERY DATE</th>
<th>QUANTITY</th>
<th>SHIP TO ADDRESS</th>
<th>DODAAC / CAGE</th>
</tr>
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<tbody>
<tr>
<td>POP 15-DEC-2014 TO 14-DEC-2015</td>
<td>N/A</td>
<td>JOINT ADVERT, MKT RES, STUDIES (JAMRS)</td>
<td>HQ0584</td>
</tr>
<tr>
<td></td>
<td></td>
<td><a href="6">b</a></td>
<td></td>
</tr>
<tr>
<td></td>
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<td>1919 SOUTH EADS STREET SUITE 100</td>
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<tr>
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</table>

To:

<table>
<thead>
<tr>
<th>DELIVERY DATE</th>
<th>QUANTITY</th>
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<tr>
<td>POP 15-DEC-2014 TO 14-DEC-2015</td>
<td>N/A</td>
<td>JOINT ADVERT, MKT RES, STUDIES (JAMRS)</td>
<td>HQ0584</td>
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<tr>
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<td>ARLINGTON VA 22202</td>
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<td><a href="6">b</a></td>
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<td>FOB: Destination</td>
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The following Delivery Schedule item for CLIN 2001 has been changed from:
<table>
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<th>SHIP TO ADDRESS</th>
<th>DODAAC / CAGE</th>
</tr>
</thead>
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<tr>
<td>POP 15-DEC-2016 TO</td>
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<td>JOINT ADVERT, MKT RES, STUDIES</td>
<td>HQ0584</td>
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<tr>
<td>14-DEC-2017</td>
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<td>(JAMRS)</td>
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<td></td>
<td></td>
<td>1919 SOUTH EADS STREET SUITE 100</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>ARLINGTON VA 22202</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>FOB: Destination</td>
<td></td>
</tr>
</tbody>
</table>

(End of Summary of Changes)
SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS

OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, AND 30

1. REQUISITION NUMBER: H98210-15-D-0001
   2. CONTRACT NO.: H98210-15-D-0001
   3. AWARD/EFFECTIVE DATE: 31-Jul-2015
   4. ORDER NUMBER: 0007
   5. SOLICITATION NUMBER: H98210-15-D-0003
   6. SOLICITATION ISSUE DATE: 0007
   7. FOR SOLICITATION INFORMATION CALL: a. NAME
   8. TELEPHONE NUMBER: (No Collect Calls)
   9. FAX:

5. ISSUED BY
   CODE: H98210
   DEFENSE HUMAN RESOURCES ACTIVITY
   4800 MARK CENTER DRIVE
   ALEXANDRIA VA 22302-5000
   TEL:
   FAX:

10. THIS ACQUISITION IS: UNRESTRICTED OR SET ASIDE: 100% FOR:
    X SMALL BUSINESS
    X WOMEN-OWNED SMALL BUSINESS (WOSB)
    X HUBZONE SMALL BUSINESS
    X VETERAN-OWNED SMALL BUSINESS
    X SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS
    X 8(a)

7. FOR SOLICITATION a. NAME
   b. PHONE NUMBER
   (No Collect Calls)

8. OFFER DUEDATE/LOCAL TIME
   CALL:

9. ISSUED BY CODE
   I H98210

10. THIS ACQUISITION IS
    D UNRESTRICTED OR
    X SET ASIDE:

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
    X RFQ
    X IFB
    X RFP

15. DELIVER TO
    CODE:HQ0584
    DEFENSE HUMAN RESOURCES ACTIVITY
    4800 MARK CENTER DRIVE
    ALEXANDRIA VA 22393-6000

16. ADMINISTERED BY
    CODE: H98210
    DEFENSE HUMAN RESOURCES ACTIVITY
    4800 MARK CENTER DRIVE
    ALEXANDRIA VA 22393-6000

17a. CONTRACTOR/ OFFEROR
    CODE: 360C2
    FORS MARSH GROUP LLC
    4900 MARK CENTER DRIVE
    ALEXANDRIA VA 22312

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

18a. PAYMENT WILL BE MADE BY

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

19. ITEM NO.

20. SCHEDULE OF SUPPLIES/ SERVICES

   SEE SCHEDULE

21. QUANTITY

22. UNIT

23. UNIT PRICE

24. AMOUNT

25. ACCOUNTING AND APPROPRIATION DATA

   See Schedule

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

26a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1, 52.212-4, FAR 52.212-3, 52.212-6 ARE ATTACHED.
    ADDENDA ARE NOT ATTACHED

27a. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4, FAR 52.212-5 IS ATTACHED.
    ADDENDA 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: 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

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

30c. DATE SIGNED
   31b. NAME OF CONTRACTING OFFICER
   (TYPE OR PRINT)

31c. DATE SIGNED
   30-Jul-2015

STANDARD FORM 1449 (REV. 2/2012)
Prepared by GSA – FAR (48 CFR) 53.212

AUTHORIZED FOR LOCAL REPRODUCTION
PREVIOUS EDITION IS NOT USABLE
<table>
<thead>
<tr>
<th>ITEM NO.</th>
<th>SCHEDULE OF SUPPLIES/ SERVICES</th>
<th>QUANTITY</th>
<th>UNIT</th>
<th>UNIT PRICE</th>
<th>AMOUNT</th>
</tr>
</thead>
</table>

**SEE SCHEDULE**

32a. QUANTITY IN COLUMN 21 HAS BEEN EXECUTED, 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

34. VOUCHER NUMBER

35. AMOUNT VERIFIED CORRECT FOR

36. PAYMENT

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 (Prov)

42b. RECEIVED AT (Location)

42c. DATE REC'D (YY/MM/DD)

42d. TOTAL CONTAINERS
**Section SF 1449 - CONTINUATION SHEET**

<table>
<thead>
<tr>
<th>ITEM NO</th>
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<tr>
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<td>Each</td>
<td>$1.00</td>
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**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:

<table>
<thead>
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<th>CLIN</th>
<th>INSPECT AT</th>
<th>INSPECT BY</th>
<th>ACCEPT AT</th>
<th>ACCEPT BY</th>
</tr>
</thead>
<tbody>
<tr>
<td>0001</td>
<td>Destination</td>
<td>Government</td>
<td>Destination</td>
<td>Government</td>
</tr>
</tbody>
</table>

**DELIVERY INFORMATION**

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<th>QUANTITY</th>
<th>SHIP TO ADDRESS</th>
<th>DODAAC</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>
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 (R202) 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 R202 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.

4.8.4 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.

4.8.5 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.

4.8.6 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.).

4.8.7 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.

4.8.8 Maintain the online segmentation portal to assist users with any difficulties or questions.

4.8.9 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.

4.8.10 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

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

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


(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.
(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*

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<thead>
<tr>
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<th>Data to be entered in WAWF</th>
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<tbody>
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<tr>
<td>Issue By DoDAAC</td>
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<tr>
<td>Admin DoDAAC</td>
<td>H98210</td>
</tr>
<tr>
<td>Inspect By DoDAAC</td>
<td>H98201</td>
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<tr>
<td>Ship To Code</td>
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<tr>
<td>Ship From Code</td>
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<tr>
<td>Mark For Code</td>
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</tr>
<tr>
<td>Service Approver (DoDAAC)</td>
<td>H98201</td>
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<tr>
<td>Service Acceptor (DoDAAC)</td>
<td>H98201</td>
</tr>
<tr>
<td>Accept at Other DoDAAC</td>
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</tr>
<tr>
<td>LPO DoDAAC</td>
<td></td>
</tr>
<tr>
<td>DCAA Auditor DoDAAC</td>
<td></td>
</tr>
<tr>
<td>Other DoDAAC(s)</td>
<td></td>
</tr>
</tbody>
</table>

(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

2. AMENDMENT/MODIFICATION NO. P00006
   3. EFFECTIVE DATE 15-Dec-2017
   4. REQUISITION/PURCHASE REQ.NO. H085640000C0100
   5. PROJECT NO. (if applicable) 
   6. ISSUED BY CODE H68210
   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 MARS GROUP, LLC
   4240 GLEBE RD. STE E509
   ARLINGTON VA 22201-5761

   CODE 360C2 FACILITY CODE

9A. AMENDMENT OF SOLICITATION NO. 

9B. DATED (SEE ITEM 11) 15-Dec-2014 

10A. MOD. OF CONTRACT/ORDER NO. H08210-15-D-0001 

10B. DATED (SEE ITEM 13) 

11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS where feasible. 

   The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of offer is extended. 

   Offerer 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 solicited; 
   or (c) By separate letter or telegram which includes reference to the solicitation 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 includes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.

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:
   FAR 52.217-9
   D. OTHER (Specify type of modification and authority) 

E. IMPORTANT: Contractor X is not. ☐ 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: ☐(4) ☐(b) ☐(3) ☐(a) USCGA ☐(20) ☐(g) 

   The purpose of this modification is to exercise option period 3. As a result the period of performance is extended to 14 December 2018.

15A. NAME AND TITLE OF SIGNER (Type or print) 15B. CONTRACTOR/OFFEROR

   (Signature of person authorized to sign) 

16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print) 16B. UNITED STATES OF AMERICA

   (Signature of Contracting Officer)

16C. DATE SIGNED 06-Dec-2017

STANDARD FORM 30 (Rev. 10-83)

30-105-04

Approved by OIRM 11-84

Preceded by GSA

FAR (48 CFR) 53.243
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)
SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS
OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, AND 30

1. REQUISITION NUMBER
H982015-15-D-0001

2. CONTRACT NO.
H982015-15-D-0001

3. AWARD/EFFECTIVE DATE
15-Aug-2015

4. ORDER NUMBER
0008

5. SOLICITATION NUMBER
H982015-15-D-0001

6. SOLICITATION ISSUE DATE
15-Aug-2015

7. FOR SOLICITATION INFORMATION CALL:

8. TELEPHONE NUMBER (No Collect Calls)

9. ISSUED BY
DEFENSE HUMAN RESOURCES ACTIVITY
4800 MARK CENTER DRIVE
ALEXANDRIA VA 22302-4000

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

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

15. DELIVER TO
CODE HQ0599

16. ADMINISTERED BY
DEFENSE HUMAN RESOURCES ACTIVITY
4800 MARK CENTER DRIVE
SUITE 07G12
ARLINGTON VA 22202-5781

17a. CONTRACTOR CODE 360C2
OFFEROR FORD MARSH GROUP LLC

18a. PAYMENT WILL BE MADE BY
DFAS COLUMBUS CENTER
DFAS-COAUQ
ATTN: CAPSWOW P2
PO BOX 389016
COLUMBUS OH 43236-9016

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

19. ITEM NO.

20. SCHEDULE OF SUPPLIES/ SERVICES
SEE SCHEDULE

21. QUANTITY

22. UNIT

23. UNIT PRICE

24. AMOUNT

25. ACCOUNTING AND APPROPRIATION DATA

26. TOTAL AWARD AMOUNT (For Govt. Use Only)
See Schedule $854,286.00

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

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

29. 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.

30a. SIGNATURE OF OFFEROR/CONTRACTOR

30b. NAME AND TITLE OF SIGNER

30c. DATE SIGNED

31a. NAME OF CONTRACTING OFFICER

31b. DATE SIGNED

STANDARD FORM 1449 (REV. 2/2012)
Authorized for local reproduction
PREVIOUS EDITION IS NOT USABLE

Prescribed by GSA – FAR (48 CFR) 53.212
### SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS (CONTINUED)

|--------------|------------------------------------|--------------|----------|---------------|-----------|

**SEE SCHEDULE**

32a. QUANTITY IN COLUMN 21 HAS BEEN

- [ ] RECEIVED
- [ ] INSPECTED
- [x] 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

34. VOUCHER NUMBER

35. AMOUNT VERIFIED CORRECT FOR

36. PAYMENT

- [ ] COMPLETE
- [ ] PARTIAL
- [ ] FINAL

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 (Print)

42b. RECEIVED AT (Location)

42c. DATE REC'D (YY/MM/DD)

42d. TOTAL CONTAINERS

AUTHORIZED FOR LOCAL REPRODUCTION
PREVIOUS EDITION IS NOT USABLE

STANDARD FORM 1449 (REV. 2/2012) BACK
Prescribed by GSA – FAR (48 CFR) 53.212
ITEM NO 0001 SUPPLIES/SERVICES Survey Services and Market Research QUANTITY 854,286 UNIT Each UNIT PRICE $1.00 AMOUNT $854,286.00

ACCOUNTING AND APPROPRIATION DATA

AA: 9750100730100186001 AMOUNT: $854,286.00
CIN: H9820151970001000000: $854,286.00

INSPECTION AND ACCEPTANCE TERMS

Supplies/services will be inspected/accepted at:

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<td>Government</td>
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DELIVERY INFORMATION

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NET AMT $854,286.00
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.
4.5.6 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 STAT A 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.
4.5.6.2 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 decks 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**

<table>
<thead>
<tr>
<th>Study Wave</th>
<th>Data Collection (when new sample is released; allow 2 months after last date to end fielding window)</th>
<th>Module Weighted Data</th>
<th>Annotated Questionnaire</th>
<th>Propensity Briefing Deck</th>
<th>Module Briefing Deck</th>
</tr>
</thead>
<tbody>
<tr>
<td>YP32 - Summer 2015</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>March 2016</td>
<td></td>
</tr>
<tr>
<td>YP34 - Spring 2016</td>
<td>January - April 2016</td>
<td>August 2016</td>
<td>November 2015</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>

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**

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Ref.</th>
<th>Delivery Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kick-off meeting</td>
<td>Para 4.1</td>
<td>Within 1 week of award date</td>
</tr>
<tr>
<td>Written summary of Kick-off meeting</td>
<td>Para 4.1</td>
<td>Within 1 week of kick-off mtg.</td>
</tr>
<tr>
<td>YP 2016 Spring Questionnaires</td>
<td>Para 4.2</td>
<td>20 November 2015</td>
</tr>
<tr>
<td>YP 2016 Spring Mailing Materials</td>
<td>Para 4.3</td>
<td>14 December 2015</td>
</tr>
<tr>
<td>Submit materials for Government R2O2 Review</td>
<td>Para 4.4</td>
<td>At least 2 weeks prior to printing</td>
</tr>
<tr>
<td>Weighted YP Fall 2015 Dataset</td>
<td>Para 4.6.1</td>
<td>7 March 2016</td>
</tr>
<tr>
<td>Weighted YP Spring 2016 Dataset</td>
<td>Para 4.6.1</td>
<td>7 August 2016</td>
</tr>
<tr>
<td>8 Weighted YP Monthly Datasets</td>
<td>Para 4.6.1</td>
<td>December through March of PoP</td>
</tr>
<tr>
<td>Fall 2015 Annotated Questionnaire</td>
<td>Para 4.6.2</td>
<td>6 April 2016</td>
</tr>
<tr>
<td>Deliverable</td>
<td>Ref.</td>
<td>Delivery Date</td>
</tr>
<tr>
<td>------------------------------------------------</td>
<td>------------</td>
<td>---------------------------------------------------</td>
</tr>
<tr>
<td>Spring 2016 Annotated Questionnaire</td>
<td>Para 4.6.2</td>
<td>7 August 2016</td>
</tr>
<tr>
<td>YP 2015 Fall Propensity Deck</td>
<td>Para 4.7</td>
<td>4 May 2016</td>
</tr>
<tr>
<td>Monthly YP Executive Summaries (December through March)</td>
<td>Para 4.7</td>
<td>December through March during PoP</td>
</tr>
<tr>
<td>YP 2015 Summer Module Brief</td>
<td>Para 4.8</td>
<td>7 March 2016</td>
</tr>
<tr>
<td>YP 2015 Fall Module Brief</td>
<td>Para 4.8</td>
<td>10 July 2016</td>
</tr>
<tr>
<td>Calendar Year 2015 dataset</td>
<td>Para 4.9</td>
<td>End of PoP</td>
</tr>
<tr>
<td>YP 2015 Fall Tech Report</td>
<td>Para 4.10</td>
<td>10 July 2016</td>
</tr>
<tr>
<td>Annual Coverage Report</td>
<td>Para 4.11</td>
<td>10 July 2016</td>
</tr>
<tr>
<td>Monthly Status Report</td>
<td>Para 4.13</td>
<td>Monthly during PoP by last workday of the month</td>
</tr>
</tbody>
</table>

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


(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***

<table>
<thead>
<tr>
<th>Field Name in WAWF</th>
<th>Data to be entered in WAWF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pay Official DoDAAC</td>
<td>HQ0131</td>
</tr>
<tr>
<td>Issue By DoDAAC</td>
<td>H98210</td>
</tr>
<tr>
<td>Admin DoDAAC</td>
<td>H98210</td>
</tr>
<tr>
<td>Inspect By DoDAAC</td>
<td>H98201</td>
</tr>
<tr>
<td>Ship To Code</td>
<td></td>
</tr>
<tr>
<td>Ship From Code</td>
<td></td>
</tr>
<tr>
<td>Mark For Code</td>
<td></td>
</tr>
<tr>
<td>Service Approver (DoDAAC)</td>
<td>H98201</td>
</tr>
<tr>
<td>Service Acceptor (DoDAAC)</td>
<td>H98201</td>
</tr>
<tr>
<td>Accept at Other DoDAAC</td>
<td></td>
</tr>
<tr>
<td>LPO DoDAAC</td>
<td></td>
</tr>
</tbody>
</table>
(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 (O)(6)
COR (O)(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: (O)(6)

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

(End of clause)
REQUISITION NUMBER PAGE 1 OF 9

H982015-1970003000

OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, AND 30

1. REQUISITION NUMBER

2. CONTRACT NO.

H98210-15-D-00010

3. AWARD/EFFECTIVE DATE

02-Sep-2015

4. ORDER NUMBER

0009

5. SOLICITATION NUMBER

6. SOLICITATION ISSUE DATE

H98210

7. FOR SOLICITATION INFORMATION CALL

8. TELEPHONE NUMBER (No Collect Calls)

9. ISSUED BY CODE

DEFENSE HUMAN RESOURCES ACTIVITY
4800 MARK CENTER DRIVE.
ALEXANDRIA VA 22350-4000

TEL:

FAX:

10. THIS ACQUISITION IS

UNRESTRICTED OR [x] SET ASIDE: 100% FOR:

SMALL BUSINESS
WOMEN-OWNED SMALL BUSINESS (WOSB)
HUBZONE SMALL BUSINESS
SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS
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

RFQ [ ] IFB [ ] RFP

15. DELIVER TO CODE

HQ0591

16. ADMINISTERED BY CODE

H98210

17a. CONTRACTOR/DEPARTMENT NAME/FOUR-DIGIT FACILITY CODE

FORSMARSHGROUP LLC
360C2

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

18a. PAYMENT WILL BE MADE BY

DFAS COLUMBUS CENTER
DFAS-CO/CA
ATTN:CAPSWICHP2
PO BOX 389016
COLUMBUS OH 43236-9016

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

19. ITEM NO.

20. SCHEDULE OF SUPPLIES/ SERVICES

SEE SCHEDULE

21. QUANTITY

22. UNIT

23. UNIT PRICE

24. AMOUNT

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, 52.212-6 ARE ATTACHED. [ ] ADDENDA ARE [x] ARE NOT ATTACHED

27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4, FAR 52.212-5 IS ATTACHED. [ ] ADDENDA ARE [x] 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. Technical & Price Proposal

OFFER DATED 11-Sep-2015. YOUR OFFER ON SOLICITATION (BLOCK 5), INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH THEREIN, IS ACCEPTED AS TO ITEMS: SEE SCHEDULE

30a. SIGNATURE OF OFFEROR/CONTRACTOR

30b. NAME AND TITLE OF SIGNER

30c. DATE SIGNED

31b. NAME OF CONTRACTING OFFICER

31c. DATE SIGNED

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## SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS

(Continued)

|--------------|-------------------------------------|--------------|----------|----------------|------------|

**SEE SCHEDULE**

<table>
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<td>INSPECTED</td>
<td>ACCEPTED</td>
<td>CONFORMS TO THE CONTRACT, EXCEPT AS NOTED:</td>
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<tr>
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<th>32c. DATE</th>
<th>32d. PRINTED NAME AND TITLE OF AUTHORIZED GOVERNMENT REPRESENTATIVE</th>
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<th>32e. MAILING ADDRESS OF AUTHORIZED GOVERNMENT REPRESENTATIVE</th>
<th>32f. TELEPHONE NUMBER OF AUTHORIZED GOVERNMENT REPRESENTATIVE</th>
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<th>34. VOUCHER NUMBER</th>
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<th>36. PAYMENT</th>
<th>37. CHECK NUMBER</th>
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<th>39. S/R VOUCHER NUMBER</th>
<th>40. PAID BY</th>
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<table>
<thead>
<tr>
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<th>41b. SIGNATURE AND TITLE OF CERTIFYING OFFICER</th>
<th>41c. DATE</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>42a. RECEIVED BY (Perox)</th>
<th>42b. RECEIVED AT (Location)</th>
<th>42c. DATE REC'D (YY/MM/DD)</th>
<th>42d. TOTAL CONTAINERS</th>
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STANDARD FORM 1449 (REV. 2/2012) BACK

Prescribed by GSA – FAR (48 CFR) 53.212
ITEM NO SUPPLIES/SERVICES QUANTITY UNIT UNIT PRICE AMOUNT
0001 Survey Services and Market Research 387,058.09 Each $1.00 $387,058.09

ACCOUNTING AND APPROPRIATION DATA
AA: 9750100 7301 001 86001 2527 XDZ H5A5 H98201519700030000001
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
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 these 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 (R202) 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 R202 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.

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5.0 DELIVERABLES

<table>
<thead>
<tr>
<th>Deliverable</th>
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<th>Delivery Date (on or about)</th>
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<tr>
<td>Kick-off meeting</td>
<td>Para 4.1</td>
<td>Within 1 week of award</td>
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<tr>
<td>Written summary of Kick-off meeting</td>
<td>Para 4.1</td>
<td>Within 1 week of kick-off mtg</td>
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<td>Draft Questionnaire</td>
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<td>15 October 2015</td>
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<td>IRB Submission</td>
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<td>Sample Plan</td>
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<td>Technical Report</td>
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<td>Executive Briefing</td>
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<tr>
<td>Monthly Status Meeting</td>
<td>Para 4.16</td>
<td>Monthly during PoP</td>
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</table>

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


(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*

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<tr>
<th>Field Name in WAWF</th>
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<tr>
<td>Issue By DoDAAC</td>
<td>H98210</td>
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<tr>
<td>Admin DoDAAC</td>
<td>H98210</td>
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<tr>
<td>Inspect By DoDAAC</td>
<td>H98201</td>
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<tr>
<td>Ship To Code</td>
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</table>
(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.

(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.

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

(End of clause)
**AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT**

<table>
<thead>
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<tbody>
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<td>4. <strong>REQUISITION/PURCHASE REQ. NO.</strong></td>
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<td>5. <strong>PROJECT NO. (APPLICABLE)</strong></td>
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<tr>
<td>7. <strong>ADMINISTERED BY (OTHER THAN FORM)</strong></td>
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</tr>
<tr>
<td>8. <strong>NAME AND ADDRESS OF CONTRACTOR</strong></td>
<td>FOR MARSH GROUP LLC 3800 MARK CENTER DRIVE ARLINGTON VA 22201-5761</td>
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<td>13. <strong>ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACT/ORDERS</strong></td>
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<tr>
<td>13A. <strong>NAME AND TITLE OF SIGNER</strong></td>
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<tr>
<td>13B. <strong>CONTRACT/ORDER NO. IN ITEM 10A</strong></td>
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<td>13C. <strong>DATE SIGNED</strong></td>
<td>26-Jul-2016</td>
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<tr>
<td>14. <strong>DESCRIPTION OF AMENDMENT/MODIFICATION</strong></td>
<td>(Organized by UCF section headings, including solicitation/contract subject matter where feasible.)</td>
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<tr>
<td>14A. <strong>MODIFICATION CONTROL NUMBER</strong></td>
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**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.**
The following Delivery Schedule item for CLIN 0001 has been changed from:

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To:

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</table>

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</tr>
<tr>
<td>Written summary of Kick-off meeting</td>
<td>Para 4.1</td>
<td>Within 1 week of kick-off mtg</td>
</tr>
<tr>
<td>Draft Questionnaire</td>
<td>Para 4.2</td>
<td>15 October 2015</td>
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<tr>
<td>IRB Submission</td>
<td>Para 4.5</td>
<td>20 December 2015</td>
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<tr>
<td>Sample Plan</td>
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<td>Beta Online Survey</td>
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<td>Survey Sample</td>
<td>Para 4.7</td>
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<td>Report on Survey Tracking</td>
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<td>Para 4.12.4</td>
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<td>Para 4.13</td>
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<td>Technical Report</td>
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<td>Executive Briefing</td>
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<td>Monthly Status Meeting</td>
<td>Para 4.16</td>
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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)
SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS
OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, AND 30

1. REQUISITION NUMBER
H98210-15-D-0001

2. CONTRACT NO.

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

8. TELEPHONE NUMBER (No Collect Calls)

9. ISSUED BY
CODE: H98210
DEFENSE HUMAN RESOURCES ACTIVITY
4800 MARK CENTER DRIVE
ALEXANDRIA VA 22350-4000

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

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
Net 30

14. METHOD OF SOLICITATION
RFQ
IFB
RFP

15. DELIVER TO
CODE: HQ0584
DEFENSE HUMAN RESOURCES ACTIVITY
4800 MARK CENTER DRIVE
SUITE 07G12
ALEXANDRIA VA 22350

16. ADMINISTERED BY
CODE: H98210
DEFENSE HUMAN RESOURCES ACTIVITY
4800 MARK CENTER DRIVE
SUITE 07G12
ALEXANDRIA VA 22350-1300

17a. CONTRACTOR/ CODE: 360C2
OFFEROR
FORAS MARSH GROUP LLC

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

18a. PAYMENT WILL BE MADE BY
CODE: HQ131
DFAS COLUMBUS CENTER
DFAS-CMAQ
ATTN: CAPSWIOR P2
PO BOX 369016
COLUMBUS OH 43236-9016

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

19. ITEM NO.

20. SCHEDULE OF SUPPLIES/ SERVICES
SEE SCHEDULE

21. QUANTITY

22. UNIT

23. UNIT PRICE

24. AMOUNT

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, 52.212-6 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. Technical Price Proposal
OFFER DATED 16-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

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

30c. DATE SIGNED

31a. NAME OF CONTRACTING OFFICER

31b. DATE SIGNED

31c. DATE SIGNED

17-Sep-2015

STANDARD FORM 1449 (REV. 2/2012)
Prepared by GSA – FAR (48 CFR) 53.212

AUTHORIZED FOR LOCAL REPRODUCTION
PREVIOUS EDITION IS NOT USABLE
|-------------|-----------------------------------|--------------|---------|---------------|-----------|

**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
34. VOUCHER NUMBER
35. AMOUNT VERIFIED
- [ ] COMPLETE
- [ ] PARTIAL
- [ ] FINAL

36. PAYMENT
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
41d. RECEIVED BY (PPOD)

42a. RECEIVED AT (Location)
42b. DATE REC'D (YY/MM/DD)
42c. TOTAL CONTAINERS
## Section SF 1449 - CONTINUATION SHEET

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<td>Unitless</td>
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<td></td>
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<tr>
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<td>ESTIMATED COST</td>
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## DELIVERY INFORMATION

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<th>SHIP TO ADDRESS</th>
<th>DODAAC</th>
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</thead>
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<tr>
<td>0001</td>
<td>POP 21-SEP-2015 TO 20-SEP-2016</td>
<td>N/A</td>
<td>JOINT ADVERT, MKT RES, STUDIES (JAMRS) 1919 SOUTH EADS STREET SUITE 100 ARLINGTON VA 22202 (b)(6)</td>
<td>HQ0584</td>
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<tr>
<td>0002</td>
<td>POP 21-SEP-2015 TO 20-SEP-2016</td>
<td>N/A</td>
<td>(SAME AS PREVIOUS LOCATION) FOB: Destination</td>
<td>HQ0584</td>
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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 results, 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

<table>
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<tr>
<th>Deliverable</th>
<th>Ref.</th>
<th>Delivery Date (on or about)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kick-off meeting</td>
<td>Para 4.1</td>
<td>Within 1 week of award</td>
</tr>
<tr>
<td>Written summary of Kick-off meeting</td>
<td>Para 4.1</td>
<td>Within 1 week of meeting</td>
</tr>
<tr>
<td>Executive Note 1</td>
<td>Para 4.4</td>
<td>Within 6 months of kick-off</td>
</tr>
<tr>
<td>Executive Note 2 &amp; 3</td>
<td>Para 4.4</td>
<td>Within 12 months of kick-off</td>
</tr>
<tr>
<td>Focus Group Recordings</td>
<td>Para 4.5</td>
<td>Within 2 weeks of completion of each focus group session</td>
</tr>
<tr>
<td>Monthly Status Meeting</td>
<td>Para 4.6</td>
<td>Monthly during PoP</td>
</tr>
</tbody>
</table>

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


(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:

(i) 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**

<table>
<thead>
<tr>
<th>Field Name in WAWF</th>
<th>Data to be entered in WAWF</th>
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</thead>
<tbody>
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</tr>
<tr>
<td>Issue By DoDAAC</td>
<td>H98210</td>
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<tr>
<td>Admin DoDAAC</td>
<td>H98210</td>
</tr>
<tr>
<td>Inspect By DoDAAC</td>
<td>H98201</td>
</tr>
<tr>
<td>Ship To Code</td>
<td></td>
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<tr>
<td>Ship From Code</td>
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<tr>
<td>Mark For Code</td>
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<td>Service Approver (DoDAAC)</td>
<td>H98201</td>
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<tr>
<td>Service Acceptor (DoDAAC)</td>
<td>H98201</td>
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<tr>
<td>Accept at Other DoDAAC</td>
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<tr>
<td>LPO DoDAAC</td>
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</tr>
<tr>
<td>DCAA Auditor DoDAAC</td>
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<tr>
<td>Other DoDAAC(s)</td>
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</tr>
</tbody>
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(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:**

(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:**

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

(End of clause)
1. REQUEST NUMBER
H9820193350007000

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

[X] SMALL BUSINESS

[X] WOSB

[X] WOSB WOMEN-OWNED SMALL BUSINESS

OTHER: [ ]

NAICS: [541910]

13a. THIS CONTRACT IS A
RATED ORDER UNDER

DPAS (15 CFR 700)

13b. RATING

[ ] 13b. [ ]

14. METHOD OF SOLICITATION

[ ] RFQ [ ] IFB [ ] RFP

16. ADMINISTERED BY

[ ]

18a. PAYMENT WILL BE MADE BY

DFAS COLUMBUS CENTER

DFAS-CQ/DAQ

ATTN: CAPSWAR P2

PO BOX 369016

COLUMBUS OH 43236-0016

CODE: [HQ131]

16. ADMINISTERED BY

[ ]

18a. PAYMENT WILL BE MADE BY

DFAS COLUMBUS CENTER

DFAS-CQ/DAQ

ATTN: CAPSWAR P2

PO BOX 369016

COLUMBUS OH 43236-0016

CODE: [HQ131]

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

19. ITEM NO.

SEE SCHEDULE

20. SCHEDULE OF SUPPLIES/ SERVICES

21. QUANTITY

22. UNIT

23. UNIT PRICE

24. AMOUNT

See Schedule

$853,612.57

25. ACCOUNTING AND APPROPRIATION DATA

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

27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1, 52.212-4, FAR 52.212-3, 52.212-6 ARE ATTACHED. ADDENDA [ ] ARE [ ] NOT ATTACHED

27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4, FAR 52.212-4 IS ATTACHED. ADDENDA [ ] 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 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

30b. NAME AND TITLE OF SIGNER

30c. DATE SIGNED

31a. NAME OF CONTRACTING OFFICER

31b. NAME OF CONTRACTING OFFICER

31c. DATE SIGNED
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<th>UNIT</th>
<th>UNIT PRICE</th>
<th>AMOUNT</th>
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**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

34. Voucher Number

35. Amount verified correct for

36. Payment

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 (Print)

42b. Received at (Location)

42c. Date Rec’d (YY/MM/DD)

42d. Total Containers
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<th>UNIT PRICE</th>
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<td>853,612.57</td>
<td>Each</td>
<td>$1.00</td>
<td>$853,612.57</td>
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FOB: Destination
Purchasing Request Number: H9820153360007000

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

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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 (R202) 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 R202 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.
4.18 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

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Ref.</th>
<th>Delivery Date (on or about)</th>
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</thead>
<tbody>
<tr>
<td>Kick-off meeting</td>
<td>Para 4.1</td>
<td>Within 7 days of award</td>
</tr>
<tr>
<td>IRB documents</td>
<td>Para 4.2</td>
<td>Within 6 weeks of award</td>
</tr>
<tr>
<td>Instructions on survey administration</td>
<td>Para 4.4</td>
<td>Within 2 weeks of award</td>
</tr>
<tr>
<td>Deliver printed survey to MEPS and Recruiting Stations</td>
<td>Para 4.5</td>
<td>Within 3 weeks of award date</td>
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<tr>
<td>Monthly Datasets</td>
<td>Para 4.9.1</td>
<td>Monthly during PoP once data collection begins</td>
</tr>
<tr>
<td>Module Datasets</td>
<td>Para 4.9.2</td>
<td>Within 30 days following end of data collection</td>
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<tr>
<td>Annotated Questionnaires</td>
<td>Para 4.10</td>
<td>One month after fielding is complete</td>
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<tr>
<td>Monthly standard reports</td>
<td>Para 4.11</td>
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<tr>
<td>Formatted Surveys for next wave of data collection</td>
<td>Para 4.12</td>
<td>Prior to End of PoP</td>
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<tr>
<td>Monthly Reports</td>
<td>Para 4.13</td>
<td>Monthly during PoP once data collection begins</td>
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<tr>
<td>Topline Reports</td>
<td>Para 4.14</td>
<td>Prior to End of PoP</td>
</tr>
<tr>
<td>Active Duty Briefing Deck</td>
<td>Para 4.15</td>
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<td>Reserve/Guard Briefing Deck</td>
<td>Para 4.16</td>
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<td>Technical Report</td>
<td>Para 4.17</td>
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</tr>
<tr>
<td>Monthly Status Report</td>
<td>Para 4.18</td>
<td>Monthly during PoP</td>
</tr>
</tbody>
</table>

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


(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*

<table>
<thead>
<tr>
<th>Field Name in WAWF</th>
<th>Data to be entered in WAWF</th>
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<tbody>
<tr>
<td>Pay Official DoDAAC</td>
<td>HQ0131</td>
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<td>Issue By DoDAAC</td>
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<td>Admin DoDAAC</td>
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<tr>
<td>Inspect By DoDAAC</td>
<td>H98201</td>
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<tr>
<td>Ship To Code</td>
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<tr>
<td>Ship From Code</td>
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<tr>
<td>Mark For Code</td>
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<tr>
<td>Service Approver (DoDAAC)</td>
<td>H98201</td>
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<tr>
<td>Service Acceptor (DoDAAC)</td>
<td>H98201</td>
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<tr>
<td>Accept at Other DoDAAC</td>
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<tr>
<td>LPO DoDAAC</td>
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<tr>
<td>DCAA Auditor DoDAAC</td>
<td></td>
</tr>
<tr>
<td>Other DoDAAC(s)</td>
<td></td>
</tr>
</tbody>
</table>

(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:**

(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:**

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

(End of clause)
AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT

2. AMENDMENT/MODIFICATION NO. 01
3. EFFECTIVE DATE 21-Oct-2016
4. REQUISITION/PURCHASE REQ. NO. H98201S33€rol7000
5. PROJECT NO. (if applicable)
6. ISSUED BY CODE H98210
7. ADMINISTERED BY (Other than item) CODE

See Item 6

8. NAME AND ADDRESS OF CONTRACTOR (No., Street, County, State and Zip Code)
FORS MARSH GROUP LLC
5109 COLUMBUS RD, STE 659
ARLINGTON VA 22201-5761

CODE 360C2

11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS

☐ The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of offer is extended, ☐ not extended.

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 Item 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 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.

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)

14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by UCF section headings, including solicitation/contract subject matter where feasible.)
Modification Control Number: [ ]

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 HQ09131 to HQ0790. The paying office address is changed to:

DAVIDHRA-ACCOUNTS PAYABLE DIRECTORATE
P.O. BOX 183140
COLUMBUS OH 43218-3140
2. The Fiscal Station Code in the line 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.

15A. NAME AND TITLE OF SIGNER (Type or print)
16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print)

15B. CONTRACTOR/OFFEROR 15C. DATE SIGNED
16B. UNITED STATES OF AMERICA 16C. DATE SIGNED

(Signature of person authorized to sign)
19-Oct-2016

EXCEPT AS PROVIDED HEREIN, ALL TERMS AND CONDITIONS OF THE DOCUMENT REFERENCED IN ITEM 9A OR 10A, AS HERETO CHANGED, REMAIN 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)

15B. CONTRACTOR/OFFEROR 15C. DATE SIGNED
16B. UNITED STATES OF AMERICA 16C. DATE SIGNED

(Signature of person authorized to sign)
19-Oct-2016

STANDARD FORM 30 (Rev. 10-83)
APPROVED BY OIRM 11-84
30-105-04
Prepared by GSA
FAR (48 CFR) 53.243
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).

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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


(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.

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(ii) 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**

(iii) 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***

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<tr>
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<td>DCAA Auditor DoDAAC</td>
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(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

OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, AND 30

1. REQUISITION NUMBER
H982016-15-D-0001

2. CONTRACT NO.
H982016-15-D-0001

3. AWARD/EFFECTIVE DATE
28-Feb-2016

4. ORDER NUMBER
0012

5. SOLICITATION NUMBER
H982016-15-D-0001

6. SOLICITATION ISSUE DATE

7. FOR SOLICITATION INFORMATION CALL

8. TELEPHONE NUMBER
(NO COLLECT CALLS)

9. ISSUED BY
DEFENSE HUMAN RESOURCES ACTIVITY
4400 MARK CENTER DRIVE
ALEXANDRIA VA 22303-4000

10. THIS ACQUISITION IS
\[\begin{array}{ll}
\text{UNRESTRICTED} & \text{100% FOR:} \\
\text{SMALL BUSINESS} & \\
\text{WOMEN-OWNED SMALL BUSINESS (WOSB)} & \\
\text{EDWOSB} & \\
\text{SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS} & \\
\text{SIZE STANDARD:} & 541910 \\
\text{NAICS:} & 541910 \\
\text{FAX:} & \$14,000,000
\end{array}\]

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

12. DISCOUNT TERMS
Net 30

13. THIS CONTRACT IS A RATED ORDER UNDER FAR 52.212-1, 52.212-4, 52.212-3, 52.212-5 ARE ATTACHED. ADDENDA ARE NOT ATTACHED

14. METHOD OF SOLICITATION

15. DELIVER TO
DEFENSE HUMAN RESOURCES ACTIVITY
4400 MARK CENTER DRIVE
SUITE 07G12
ARLINGTON VA 22202-5761

16. ADMINISTERED BY
DFAS COLUMBUS CENTER
1510 WHITE GLOBE RD, STE 510
ARLINGTON VA 22201-5761

17. CONTRACTOR/ CODE
FORS MARSH GROUP LLC
360C2

18. PAYMENT WILL BE MADE BY
DFAS COLUMBUS CENTER
ATTN: CAPSWIR P2
PO BOX 369016
COLUMBUS OH 43236-9016

19. SCHEDULE OF SUPPLIES/SERVICES

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<th>ITEM NO.</th>
<th>QUANTITY</th>
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<th>UNIT PRICE</th>
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</tbody>
</table>

20. ACCOUNTING AND APPROPRIATION DATA

See Schedule

21. TOTAL AWARD AMOUNT (FOR GOV'T USE ONLY)
$1,404,679.00

22. 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.

23. 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

24. SIGNATURE OF OFFEROR/CONTRACTOR

25. SIGNATURE OF CONTRACTING OFFICER

26. DATE SIGNED
25-Feb-2016

27. UNITED STATES OF AMERICA
(SIGNATURE OF CONTRACTING OFFICER)

28. NAME AND TITLE OF SIGNER

29. DATE SIGNED
25-Feb-2016

STANDARD FORM 1449 (REV. 2/2012)
Authorized for Local Reproduction
Previous Edition is Not Usable

Prescribed by GSA - FAR (48 CFR) 53.212
### SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS

**CONTINUOUS**

|--------------|------------------------------------|--------------|---------|----------------|-----------|

**SEE SCHEDULE**

<table>
<thead>
<tr>
<th>32a. QUANTITY IN COLUMN 21 HAS BEEN</th>
<th>32b. SIGNATURE OF AUTHORIZED GOVERNMENT REPRESENTATIVE</th>
<th>32c. DATE</th>
<th>32d. PRINTED NAME AND TITLE OF AUTHORIZED GOVERNMENT REPRESENTATIVE</th>
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</thead>
<tbody>
<tr>
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<tr>
<th>32e. MAILING ADDRESS OF AUTHORIZED GOVERNMENT REPRESENTATIVE</th>
<th>32f. TELEPHONE NUMBER OF AUTHORIZED GOVERNMENT REPRESENTATIVE</th>
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<table>
<thead>
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<th>35. AMOUNT VERIFIED CORRECT FOR</th>
<th>36. PAYMENT</th>
<th>37. CHECK NUMBER</th>
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<tr>
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<th>39. S/R VOUCHER NUMBER</th>
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<tr>
<th>41a. I CERTIFY THIS ACCOUNT IS CORRECT AND PROPER FOR PAYMENT</th>
<th>41b. SIGNATURE AND TITLE OF CERTIFYING OFFICER</th>
<th>41c. DATE</th>
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<tr>
<td></td>
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<table>
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<tr>
<th>42a. RECEIVED BY (P/O)</th>
<th>42b. RECEIVED AT (Location)</th>
<th>42c. DATE REC'D (YY/MM/DD)</th>
<th>42d. TOTAL CONTAINERS</th>
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<tbody>
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**AUTHORIZED FOR LOCAL REPRODUCTION**

PREVIOUS EDITION IS NOT USABLE

STANDARD FORM 1449 (REV. 2/2012) BACK

Prescribed by GSA - FAR (48 CFR) 53.212
Section SF 1449 - CONTINUATION SHEET

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<th>ITEM NO</th>
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<th>UNIT PRICE</th>
<th>AMOUNT</th>
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ACRN AA
CIN: H98201602700020000001

NET AMT $1,404,679.00

ACCOUNTING AND APPROPRIATION DATA
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AMOUNT: $1,404,679.00
CIN H98201602700020000001: $1,404,679.00

INSPECTION AND ACCEPTANCE TERMS
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DELIVERY INFORMATION

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DODAAC
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, 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 (R202) 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 R202 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.

4.5.2.5 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.

4.5.2.6 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.


**APPROXIMATE YOUTH POLL (YP) SURVEY & BRIEFING DECK SCHEDULE**

<table>
<thead>
<tr>
<th>Study Wave</th>
<th>Data Collection (when new sample is released; allow 2 months after last date to end fielding window)</th>
<th>Unweighted Data</th>
<th>Weighted Data</th>
<th>Annotated Questionnaire</th>
<th>Propensity Briefing Deck</th>
<th>Module Briefing Deck</th>
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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**

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<tr>
<th>Deliverable</th>
<th>Ref.</th>
<th>Delivery Date</th>
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<tbody>
<tr>
<td>Kick-off meeting</td>
<td>Para 4.1</td>
<td>Within 1 week of award date</td>
</tr>
<tr>
<td>Written summary of Kick-off meeting</td>
<td>Para 4.1</td>
<td>Within 2 weeks of kickoff mtg</td>
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<tr>
<td>YP 2016 Summer Questionnaires</td>
<td>Para 4.2</td>
<td>Within 2 months of award</td>
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<tr>
<td>YP 2016 Fall Questionnaires</td>
<td>Para 4.2</td>
<td>30 July 2016</td>
</tr>
<tr>
<td>YP 2016 Summer &amp; Fall Mailing Materials</td>
<td>Para 4.3</td>
<td>1 April 2016</td>
</tr>
<tr>
<td>Submit materials for Government R2O2 Review</td>
<td>Para 4.4</td>
<td>At least 2 weeks prior to printing</td>
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<tr>
<td>Weighted YP Summer 2016 Dataset</td>
<td>Para 4.6.1</td>
<td>9 January 2017</td>
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<td>8 Weighted YP Monthly Datasets</td>
<td>Para 4.6.1</td>
<td>April through November during PoP</td>
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<td>YP 2016 Spring Propensity Deck</td>
<td>Para 4.7</td>
<td>24 October 2016</td>
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<td>YP 2016 Summer Propensity Deck</td>
<td>Para 4.7</td>
<td>End of PoP</td>
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</table>
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


(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*

<table>
<thead>
<tr>
<th>Field Name in WAWF</th>
<th>Data to be entered in WAWF</th>
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<tbody>
<tr>
<td>Pay Official DoDAAC</td>
<td>HQ0131</td>
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<td>Issue By DoDAAC</td>
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<td>Admin DoDAAC</td>
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<tr>
<td>Inspect By DoDAAC</td>
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<td>Ship From Code</td>
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<td>Accept at Other DoDAAC</td>
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<td>LPO DoDAAC</td>
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<td>DCAA Auditor DoDAAC</td>
<td></td>
</tr>
<tr>
<td>Other DoDAAC(s)</td>
<td></td>
</tr>
</tbody>
</table>

(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:** [REDACTED]
**COR:** [REDACTED]

(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:** [REDACTED]

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

(End of clause)
**AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT**

<table>
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<th>2. AMENDMENT/MODIFICATION NO.</th>
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6. ISSUED BY CODE  
DEFENSE HUMAN RESOURCES ACTIVITY  
H98210  
ALEXANDRIA, VA 22330-4000

### See Item 6

8. NAME AND ADDRESS OF CONTRACTOR. (No., Street, County, State and Zip Code)  
FORS MARIS GROUP LLC  
PO BOX 183140  
ARLINGTON, VA 22201-5761

9A. AMENDMENT OF SOLICITATION NO.  
X  
H98210-15-D-0001-0012

9B. DATED (SEE ITEM 11)  
28-Feb-2016

9C. PROJECT NO. (if applicable)  
H982016

### 11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS

- The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of offer is extended, or not extended.

Offer must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation 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;
- (c) By separate notice 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. 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.

### 12. ACCOUNTING AND APPROPRIATION DATA (if required)

### 13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACT ORDERS

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:

D. OTHER (Specify type of modification and authority)

### 14. DESCRIPTION OF AMENDMENT/MODIFICATION

- **Modification Control Number:** [X]
- **Facility Code:** [X]

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:
   - DEFENSE HUMAN RESOURCES 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.

### 15A. NAME AND TITLE OF SIGNER (Type or print)  
15B. CONTRACTOR/OFFEROR  
15C. DATE SIGNED

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### EXCEPTION TO SF 30

APPROVED BY ORIM 11-84  
STANDARD FORM 30 (Rev. 10-83)  
Prescribed by GSA  
FAR (48 CFR) 53.243
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, ALEXANDRIA VA 22350-1300 to DEFENSE HUMAN RESOURCES ACTIVITY 4800 MARK CENTER DRIVE, ALEXANDRIA VA 22350-4000.
The 'Payment will be made by' organization has changed from DFAS COLUMBUS CENTER DFAS-CO/IAQ ATTN: CAPSW/ORG 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--

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WAWF POC: [Redacted]

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

(End of clause)

(End of Summary of Changes)
|-------------|---------------------------------|-------------|---------|---------------|----------|

SEE SCHEDULE

32a. QUANTITY IN COLUMN 21 HAS BEEN
RECEIVED [ ] INPECTED [ ] 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

34. VOUCHER NUMBER

35. AMOUNT VERIFIED

36. PAYMENT

COMPLETE [ ] PARTIAL [ ] 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 (POD)

42b. RECEIVED AT (Location)

42c. DATE REC'D (YY/MM/DD)

42d. TOTAL CONTAINERS

AUTHORIZED FOR LOCAL REPRODUCTION

STANDARD FORM 1449 (REV. 2/2012) BACK
PREVIOUS EDITION IS NOT USABLE

Prescribed by GSA – FAR (48 CFR) 53.212
### Section SF 1449 - CONTINUATION SHEET

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**FOB:** Destination
**PURCHASE REQUEST NUMBER:** H9820160490002000

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**ACCOUNTING AND APPROPRIATION DATA**

- **AA:** 976010 7301 001 86001 2516 XQ H5A6 H9820160490002 033181
- **AMOUNT:** $533,989.64
- **CIN:** H98201604900020001001: $533,989.64

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**INSPECTION AND ACCEPTANCE TERMS**

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<th>DODAAC</th>
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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

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Ref.</th>
<th>Delivery Date (on or about)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kick-off meeting</td>
<td>Para 4.1</td>
<td>Within 1 week of award</td>
</tr>
<tr>
<td>Written summary of Kick-off meeting</td>
<td>Para 4.1</td>
<td>2 weeks following kick-off mtg</td>
</tr>
<tr>
<td>Segmentation System</td>
<td>Para 4.2</td>
<td>Deliverable schedule set during kick-off meeting</td>
</tr>
<tr>
<td>Deliverable</td>
<td>Ref.</td>
<td>Delivery Date (on or about)</td>
</tr>
<tr>
<td>-------------------------------------</td>
<td>--------</td>
<td>----------------------------------------------------------------</td>
</tr>
<tr>
<td>Coded Applicant and Accession Data</td>
<td>Para 4.3</td>
<td>15 April 2016</td>
</tr>
<tr>
<td>National Overview</td>
<td>Para 4.4</td>
<td>17 March 2017</td>
</tr>
<tr>
<td>Case Studies</td>
<td>Para 4.5</td>
<td>Throughout PoP (12 case studies in total)</td>
</tr>
<tr>
<td>Media Guide</td>
<td>Para 4.6</td>
<td>17 March 2017</td>
</tr>
<tr>
<td>Marketing Guide</td>
<td>Para 4.7</td>
<td>17 March 2017</td>
</tr>
<tr>
<td>Segmentation Ad-hoc requests</td>
<td>Para 4.8</td>
<td>Throughout PoP</td>
</tr>
<tr>
<td>Monthly Status Report</td>
<td>Para 4.9</td>
<td>Monthly during PoP</td>
</tr>
</tbody>
</table>

**CLAUSES INCORPORATED BY REFERENCE**

252.232-7006  Wide Area WorkFlow Payment Instructions  MAY 2013
See Item 6

The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of offer is extended,

Offer must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or as amended by the following means:

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;

c) By separate letter or telegram which includes 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. 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.

12. ACCOUNTING AND APPROPRIATION DATA (If required)

13. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS

IT MODIFIES THE CONTRACT/OFFER 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/OFFER NO. AS DESCRIBED IN 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:

D. OTHER (Specify type of modification and authority)

E. IMPORTANT: Contractor is not, 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 possible.)

Modification Control Number: 

The purpose of this modification is to change the payment office from DFAS to DAI. As a result:

1. The DoDAAC in block 10 a of the SF 1449 is changed from HQ0131 to HQ0790. The paying office address is changed to:

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, remain unchanged and in full force and effect.

15A. NAME AND TITLE OF SIGNER (Type or print)

15B. CONTRACTOR/OFFERER

15C. DATE SIGNED

16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print)

16B. UNITED STATES OF AMERICA

16C. DATE SIGNED

(Signature of person authorized to sign)

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,
ALEXANDRIA VA 22350-1300
to
DEFENSE HUMAN RESOURCES ACTIVITY
4800 MARK CENTER DRIVE,
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


(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*

<table>
<thead>
<tr>
<th>Field Name in WAWF</th>
<th>Data to be entered in WAWF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pay Official DoDAAC</td>
<td>HQ0790</td>
</tr>
<tr>
<td>Issue By DoDAAC</td>
<td>H98210</td>
</tr>
<tr>
<td>Admin DoDAAC</td>
<td>H98210</td>
</tr>
<tr>
<td>Inspect By DoDAAC</td>
<td>H98201</td>
</tr>
<tr>
<td>Ship To Code</td>
<td></td>
</tr>
<tr>
<td>Ship From Code</td>
<td></td>
</tr>
<tr>
<td>Mark For Code</td>
<td></td>
</tr>
<tr>
<td>Service Approver (DoDAAC)</td>
<td>H98201</td>
</tr>
<tr>
<td>Service Acceptor (DoDAAC)</td>
<td>H98201</td>
</tr>
<tr>
<td>Accept at Other DoDAAC</td>
<td></td>
</tr>
<tr>
<td>LPO DoDAAC</td>
<td></td>
</tr>
<tr>
<td>DCAA Auditor DoDAAC</td>
<td></td>
</tr>
<tr>
<td>Other DoDAAC(s)</td>
<td></td>
</tr>
</tbody>
</table>

(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:**

(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:**

(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
OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, AND 30

11. REQUISITION NUMBER
H9820160570002000

12. DISCOUNT TERMS
Net 30

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

13b. RATING

14. METHOD OF SOLICITATION

15. DELIVER TO CODE
HQ0584

16. ADMINISTERED BY CODE

17a. CONTRACTOR/ CODE
360C2

18a. PAYMENT WILL BE MADE BY CODE
HQ131

19. SCHEDULE OF SUPPLIES/ SERVICES

20. QUANTITY

21. UNIT

22. UNIT PRICE

23. AMOUNT

24. TOTAL AWARD AMOUNT (For Gov't Use Only)

$1,503,029.84

25. ACCOUNTING AND APPROPRIATION DATA

26. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1, 52.212-4, FAR 52.212-3, 52.212-6 ARE ATTACHED. ADDENDA ARE NOT ATTACHED

27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4, FAR 52.212-5 IS ATTACHED. ADDENDA 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.

30a. SIGNATURE OF OFFEROR/CONTRACTOR

30b. NAME AND TITLE OF SIGNER
Contract Specialist

30c. DATE SIGNED
29-Mar-2016

STANDARD FORM 1449 (REV. 2/2012)
Prescribed by GSA - FAR (48 CFR) 53.212
### Solicitation/Contract/Order for Commercial Items (Continued)

<table>
<thead>
<tr>
<th>Item No.</th>
<th>Schedule of Supplies/Services</th>
</tr>
</thead>
</table>

**See Schedule**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Qty</td>
<td>Unit</td>
<td>Unit Price</td>
<td>Amount</td>
</tr>
</tbody>
</table>

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

34. Voucher number

35. Amount verified correct for

36. Payment

37. Check number

PARTIAL FINAL

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 (Person)

42b. Received at (Location)

42c. Date rec'd (YY/MM/DD)

42d. Total containers
### Section SF 1449 - CONTINUATION SHEET

<table>
<thead>
<tr>
<th>ITEM NO</th>
<th>SUPPLIES/SERVICES</th>
<th>QUANTITY</th>
<th>UNIT</th>
<th>UNIT PRICE</th>
<th>AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>1001</td>
<td>Survey Services and Market Research</td>
<td>1,494,308.84</td>
<td>Each</td>
<td>$1.00</td>
<td>$1,494,308.84</td>
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</tbody>
</table>

**FOB:** Destination  
**PURCHASE REQUEST NUMBER:** H9820160570002000

<table>
<thead>
<tr>
<th>ITEM NO</th>
<th>SUPPLIES/SERVICES</th>
<th>QUANTITY</th>
<th>UNIT</th>
<th>UNIT PRICE</th>
<th>AMOUNT</th>
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</thead>
<tbody>
<tr>
<td>1002</td>
<td>Travel Cost</td>
<td>9</td>
<td>Unitless</td>
<td></td>
<td>$8,721.00</td>
</tr>
</tbody>
</table>

**NOT TO EXCEED:** $8,721.00  
**FOB:** Destination  
**PURCHASE REQUEST NUMBER:** H9820160570002000

### DELIVERY INFORMATION

<table>
<thead>
<tr>
<th>CLIN</th>
<th>DELIVERY DATE</th>
<th>QUANTITY</th>
<th>SHIP TO ADDRESS</th>
<th>DODAAC</th>
</tr>
</thead>
</table>
| 1001 | POP 01-APR-2016 TO 31-MAR-2017 | N/A | JOINT ADVERT, MKT RES, STUDIES (JAMRS)  
1919 SOUT EADS STREET SUITE 100  
ARLINGTON VA 22202 | HQ0584 |

<table>
<thead>
<tr>
<th>CLIN</th>
<th>DELIVERY DATE</th>
<th>QUANTITY</th>
<th>SHIP TO ADDRESS</th>
<th>DODAAC</th>
</tr>
</thead>
</table>
| 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:

<table>
<thead>
<tr>
<th>CLIN</th>
<th>INSPECT AT</th>
<th>INSPECT BY</th>
<th>ACCEPT AT</th>
<th>ACCEPT BY</th>
</tr>
</thead>
<tbody>
<tr>
<td>1001</td>
<td>Destination</td>
<td>Government</td>
<td>Destination</td>
<td>Government</td>
</tr>
<tr>
<td>1002</td>
<td>Destination</td>
<td>Government</td>
<td>Destination</td>
<td>Government</td>
</tr>
</tbody>
</table>

Administrative - Points of Contact:

Contract Specialist: (b)(4)

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 (R202) 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 R202 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

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Ref.</th>
<th>Delivery Date (on or about)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kick-off meeting</td>
<td>Para 4.1</td>
<td>Within 5 business days of award date</td>
</tr>
<tr>
<td>Written summary of Kick-off meeting</td>
<td>Para 4.1</td>
<td>Two weeks after kick-off meeting</td>
</tr>
<tr>
<td>Formatted Questionnaires</td>
<td>Para 4.4</td>
<td>Five working days prior to the beginning of each calendar year quarter (i.e., Jan-Mar, Apr-Jun, Jul-Sep, Oct-Dec).</td>
</tr>
<tr>
<td>Weighted Dataset</td>
<td>Para 4.5</td>
<td>Ten working days after the end of each calendar year quarter</td>
</tr>
<tr>
<td>Aggregated Dataset</td>
<td>Para 4.6</td>
<td>Fifteen working days after the end of each calendar year quarter</td>
</tr>
</tbody>
</table>
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


(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*

<table>
<thead>
<tr>
<th>Field Name in WAWF</th>
<th>Data to be entered in WAWF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pay Official DoDAAC</td>
<td>HQ0131</td>
</tr>
<tr>
<td>Issue By DoDAAC</td>
<td>H98210</td>
</tr>
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<tr>
<td>Inspect By DoDAAC</td>
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</tr>
<tr>
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</tr>
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</tr>
<tr>
<td>LPO DoDAAC</td>
<td></td>
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<tr>
<td>DCAA Auditor DoDAAC</td>
<td></td>
</tr>
<tr>
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<td></td>
</tr>
</tbody>
</table>

(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**

**CO**

(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**

(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: J 1 4

2. AMENDMENT/MODIFICATION NO.: 01


4. REQUISITION/PURCHASE REQ. NO.: H9820106070002000

5. PROJECT NO. (Applicable):

6. ISSUED BY CODE: H98210

7. ADMINISTERED BY (If other than item No.):

See Item 6

8. NAME AND ADDRESS OF CONTRACTOR (No., Street, County, State and Zip Code):

FORSMARH GROUP LLC

1900 GLEBE ROAD

ARLINGTON, VA 22201-5761

CODE: 30C2

9. AMENDMENT OF SOLICITATION NO.:

9A. AMENDMENT OF SOLICITATION NO.

9B. DATED (SEE ITEM 11)


10B. DATED (SEE ITEM 13)

01-Apr-2016

11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS

☐ The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of offer is extended, ☐ is not extended.

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 cancel 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.

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.

☐ B. THE ABOVE NUMBERED CONTRACT/ORDER NO. 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).

D. OTHER (Specify type of modification and authority)

14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by UCF section headings, including solicitation/contract subject matter where feasible.)

Modification Control Number: [X] 01-Apr-2016

The purpose of this modification is to change the payment office from DFAS to DAI. As a result:

1. The DoDAAC in block 19a of the SF 1447 is changed from HQ0131 to HQ0790. The paying office address is changed to:

DAVIDHA-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 Items 9A or 10A, as heretofore changed, remain unchanged and in full force and effect.

15A. NAME AND TITLE OF SIGNER (Type or print)

[Signature of person authorized to sign]

15B. CONTRACTOR/OFFEROR

[Signature of Contracting Officer]

15C. DATE SIGNED

20-Oct-2016

16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print)

[Signature of Contracting Officer]

16B. UNITED STATES OF AMERICA

16C. DATE SIGNED

20-Oct-2016

STANDARD FORM 30 (Rev. 10-83)

APPROVED BY OIRM 11-84

30-105-04

Prepared by GSA

FAR (48 CFR) 53.243
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--

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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: [Redacted]

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

(End of clause)

(End of Summary of Changes)
11. OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, AND 30

2. CONTRACT NO.
H98201-15-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

8. TELEPHONE NUMBER (Not Collect Calls)

9. FOR SOLICITATION a NAME b.

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

11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED

12. DISCOUNT TERMS
Net 30

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

13b. RATING

14. METHOD OF SOLICITATION
RFQ I FB I RFP

15. DELIVER TO CODE HQ0581

16. ADMINISTERED BY CODE H98210

17a. CONTRACTOR/ CODE 360C2 OFFEROR

18a. PAYMENT WILL BE MADE BY CODE HQC131

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

19. ITEM NO.

20. SCHEDULE OF SUPPLIES/ SERVICES
SEE SCHEDULE

21. QUANTITY

22. UNIT

23. UNIT PRICE

24. AMOUNT

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. FAR 52.212-4. FAR 52.212-3. FAR 52.212-6 ARE ATTACHED. ADDENDA ARE NOT ATTACHED

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

28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN 2 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. SIGNATURE OF OFFEROR/CONTRACTOR

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

30b. DATE SIGNED
28-Apr-2016

31. NAME OF CONTRACTING OFFICER

31b. DATE SIGNED
28-Apr-2016

STANDARD FORM 1449 (REV. 2/2012)
Prescribed by GSA – FAR (48 CFR) 53.212

AUTHORIZED FOR LOCAL REPRODUCTION
PREVIOUS EDITION IS NOT USABLE
### SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS

**CONTINUED**

|--------------|------------------------------------|--------------|----------|---------------|------------|

**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

34. VOUCHER NUMBER

35. AMOUNT VERIFIED CORRECT FOR

- [ ] COMPLETE
- [ ] PARTIAL
- [ ] FINAL

36. PAYMENT

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 (Print)

42b. RECEIVED AT (Location)

42c. DATE REC'D (YY/MM/DD)

42d. TOTAL CONTAINERS

---

AUTHORIZED FOR LOCAL REPRODUCTION

PREVIOUS EDITION IS NOT USABLE

STANDARD FORM 1449 (REV. 2/2012) BACK

Prescribed by GSA – FAR (48 CFR) 53.212
### ITEM NO: 1001
**SUPPLIES/SERVICES:** Survey Services and Market Research
**QUANTITY:** 1,491,174.44
**UNIT:** Each
**UNIT PRICE:** $1.00
**AMOUNT:** $1,491,174.44

**FOB:** Destination
**PURCHASE REQUEST NUMBER:** H9820160780002000

### ITEM NO: 1002
**SUPPLIES/SERVICES:** Travel Cost
**QUANTITY:** 9
**UNIT:** Unitless
**UNIT PRICE:** $8,599.60
**AMOUNT:** $8,599.60

**FOB:** Destination
**PURCHASE REQUEST NUMBER:** H9820160780002000

---

**DELCIVERY INFORMATION**

<table>
<thead>
<tr>
<th>CLIN</th>
<th>DELIVERY DATE</th>
<th>QUANTITY</th>
<th>SHIP TO ADDRESS</th>
<th>DODAACAC</th>
</tr>
</thead>
</table>
| 1001 | POP 29-APR-2016 TO 28-APR-2017 | N/A | JOINT ADVERT, MKT RES, STUDIES (JAMRS)  
4800 MARK CENTER DRIVE, STE 0625  
ALEXANDRIA VA | HQ0584 |

<table>
<thead>
<tr>
<th>CLIN</th>
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<td>(SAME AS PREVIOUS LOCATION)</td>
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</table>
INSPECTION AND ACCEPTANCE TERMS

Supplies/services will be inspected/accepted at:

<table>
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<tr>
<th>CLIN</th>
<th>INSPECT AT</th>
<th>INSPECT BY</th>
<th>ACCEPT AT</th>
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<tr>
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<td>1002</td>
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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:

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 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 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

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Ref.</th>
<th>Delivery Date (on or about)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kick-off meeting</td>
<td>Para 4.1</td>
<td>Within 1 week of award</td>
</tr>
<tr>
<td>Written summary of Kick-off meeting</td>
<td>Para 4.1</td>
<td>2 weeks following kick-off mtg</td>
</tr>
<tr>
<td>Onsite Ad Hoc Analyses</td>
<td>Para 4.2</td>
<td>Throughout the Period of Performance</td>
</tr>
<tr>
<td>Economic Forecast Data</td>
<td>Para 4.2.1</td>
<td>30 September 2016</td>
</tr>
<tr>
<td>Marketing Outreach Consultation</td>
<td>Para 4.3</td>
<td>Throughout the Period of Performance</td>
</tr>
<tr>
<td>Research Effort Consultation</td>
<td>Para 4.4</td>
<td>Throughout the Period of Performance</td>
</tr>
<tr>
<td>Briefing Creation</td>
<td>Para 4.5</td>
<td>Throughout the Period of Performance</td>
</tr>
<tr>
<td>State of the Recruit Market Assessment</td>
<td>Para 4.6</td>
<td>Conducted twice a year during the Period of Performance</td>
</tr>
<tr>
<td>DMREN Support</td>
<td>Para 4.7</td>
<td>Throughout the Period of Performance</td>
</tr>
<tr>
<td>Executive Notes</td>
<td>Para 4.8</td>
<td>Every other month throughout the Period of Performance</td>
</tr>
<tr>
<td>Annual Evaluation of JAMRS Market Research Program</td>
<td>Para 4.9</td>
<td>15 August 2016</td>
</tr>
</tbody>
</table>
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


(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.

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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*

<table>
<thead>
<tr>
<th>Field Name in WAWF</th>
<th>Data to be entered in WAWF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pay Official DoDAAC</td>
<td>HQ0131</td>
</tr>
<tr>
<td>Issue By DoDAAC</td>
<td>H98210</td>
</tr>
<tr>
<td>Admin DoDAAC</td>
<td>H98210</td>
</tr>
<tr>
<td>Inspect By DoDAAC</td>
<td>H98201</td>
</tr>
<tr>
<td>Ship To Code</td>
<td></td>
</tr>
<tr>
<td>Ship From Code</td>
<td></td>
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<tr>
<td>Mark For Code</td>
<td></td>
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<tr>
<td>Service Approver (DoDAAC)</td>
<td>H98201</td>
</tr>
<tr>
<td>Service Acceptor (DoDAAC)</td>
<td>H98201</td>
</tr>
<tr>
<td>Accept at Other DoDAAC</td>
<td></td>
</tr>
<tr>
<td>LPO DoDAAC</td>
<td></td>
</tr>
<tr>
<td>DCAA Auditor DoDAAC</td>
<td></td>
</tr>
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**COR:** [Redacted]

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**WAWF POC:** [Redacted]

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

(End of clause)
CODE 360C2

NAME AND ADDRESS OF CONTRACTOR (No., Street, County, State and Zip Code)

NAME AND TITLE OF SIGNER (Type or print)

EXCEPTION TO SF 30

STANDARD FORM 30 (Rev. 10-83)

APPROVED BY OIRM 11-84

30-105-04

FAR (48 CFR) 53.243

Prescribed by GSA
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,
ALEXANDRIA VA 22350-1300

to
DEFENSE HUMAN RESOURCES ACTIVITY
4800 MARK CENTER DRIVE,
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)

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(End of clause)

(End of Summary of Changes)
SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS
OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, AND 30

1. REQUEST NUMBER
H982016-15-D-0001

2. CONTRACT NO.

3. AWARDEFFECTIVE DATE
02-May-2016

4. ORDER NUMBER
0016

5. SOLICITATION NUMBER

6. SOLICITATION ISSUE DATE

7. FOR SOLICITATION INFORMATION CALL:

8. TELEPHONE NUMBER (No Collect Calls)

9. ISSUED BY
CODE: H98210
DEFENSE HUMAN RESOURCES ACTIVITY
4800 MARK CENTER DRIVE
ALEXANDRIA VA 22350-4000
TEL:
FAX:

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

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

12. DISCOUNT TERMS
12a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700)
12b. RATING

14. METHOD OF SOLICITATION
RFQ IFB RFP

15. DELIVER TO
CODE: H99201
DEFENSE MANPOWER DATA CENTER (DMDC)
4800 MARK CENTER DR, STE 12025
ALEXANDRIA VA 22350-1200

16. ADMINISTERED BY
CODE: HQ001

17a. CONTRACTOR/ OFFEROR
CODE: 30DC2
FACILITY CODE
FORS MARSH GROUP LLC
1010 N. OGLEBEE RD, STE 510
ARLINGTON VA 22201-5781

18a. PAYMENT WILL BE MADE BY
CODE: HQC131
DFAS COLUMBUS CENTER
DFAS-C-QFAQ
ATTN: CAPS-WOR P2
PO BOX 389016
COLUMBUS OH 43236-9016

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

19. ITEM NO.
20. SCHEDULE OF SUPPLIES/ SERVICES
SEE SCHEDULE

21. QUANTITY
22. UNIT
23. UNIT PRICE
24. AMOUNT

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, 52.212-6 ARE ATTACHED. ADDENDA ARE NOT ATTACHED

27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4, FAR 52.212-5 IS ATTACHED. ADDENDA 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. Technical and Price Proposal OFFER DATED 02-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
United States of America (SIGNATURE OF CONTRACTING OFFICER)

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

30c. DATE SIGNED
29-Apr-2016

STANDARD FORM 1449 (REV. 2/2012)
Prescribed by GSA – FAR (48 CFR) 53.212

AUTHORIZED FOR LOCAL REPRODUCTION
PREVIOUS EDITION IS NOT USABLE

X (b)(6)

(b)(6)

(b)(6)
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<th>Schedule of Supplies/Services</th>
<th>Quantity</th>
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<th>Unit Price</th>
<th>Amount</th>
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<td>SUPPLIES/SERVICES</td>
<td>QUANTITY</td>
<td>UNIT</td>
<td>UNIT PRICE</td>
<td>AMOUNT</td>
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<th>UNIT</th>
<th>UNIT PRICE</th>
<th>AMOUNT</th>
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**DEVELOPMENT INFORMATION**

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<td>1001</td>
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<td>DEFENSE MANPOWER DATA CENTER (DMDC)</td>
<td>H98201</td>
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<td></td>
<td>4800 MARK CENTER DR, STE 04E25</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>ALEXANDRIA VA 22350-1300</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>FOB: Destination</td>
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<tr>
<td>1002</td>
<td>POP 02-MAY-2016 TO 01-MAY-2017</td>
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<td>(SAME AS PREVIOUS LOCATION)</td>
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</tr>
<tr>
<td></td>
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<td>FOB: Destination</td>
<td></td>
</tr>
</tbody>
</table>
INSPECTION AND ACCEPTANCE TERMS

Supplies/services will be inspected/accepted at:

<table>
<thead>
<tr>
<th>CLIN</th>
<th>INSPECT AT</th>
<th>INSPECT BY</th>
<th>ACCEPT AT</th>
<th>ACCEPT BY</th>
</tr>
</thead>
<tbody>
<tr>
<td>1001</td>
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<td>Government</td>
<td>Destination</td>
<td>Government</td>
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<td>1002</td>
<td>Destination</td>
<td>Government</td>
<td>Destination</td>
<td>Government</td>
</tr>
</tbody>
</table>

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:

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 (R202) 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 R202 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

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Ref.</th>
<th>Delivery Date (on or about)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kick-off meeting</td>
<td>Para 4.1</td>
<td>Within 5 days of award</td>
</tr>
<tr>
<td>Written summary of Kick-off meeting</td>
<td>Para 4.1</td>
<td>Within 2 weeks of meeting</td>
</tr>
<tr>
<td>Survey administration timeline</td>
<td>Para 4.3</td>
<td>Within 1 month of award</td>
</tr>
<tr>
<td>Online beta survey</td>
<td>Para 4.6</td>
<td>Within 2 months of award</td>
</tr>
</tbody>
</table>
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

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**Contract Specialist:**

**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:**

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

(End of clause)
See Item 6

### AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT

<table>
<thead>
<tr>
<th>1. CONTRACT ID CODE</th>
<th>2. AMENDMENT/MODIFICATION NO.</th>
<th>3. EFFECTIVE DATE</th>
<th>4. REQUISITION/PURCHASE REQ. NO.</th>
<th>5. PROJECT NO.(if applicable)</th>
</tr>
</thead>
<tbody>
<tr>
<td>J</td>
<td>01</td>
<td>21-Oct-2016</td>
<td>H982100120000200200001</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>6. ISSUED BY</th>
<th>CODE</th>
<th>7. ADMINISTERED BY (Other than items)</th>
<th>CODE</th>
</tr>
</thead>
<tbody>
<tr>
<td>DEFENSE HUMAN RESOURCES ACTIVITY</td>
<td>H98210</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ALEXANDRIA VA 22303-4000</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>8. NAME AND ADDRESS OF CONTRACTOR. (No., Street, County, State and Zip Code)</th>
<th>9A. AMENDMENT OF SOLICITATION NO.</th>
</tr>
</thead>
<tbody>
<tr>
<td>FORS MARSH GROUP LLC</td>
<td>X 10A. MOD. OF CONTRACT/ORDER NO. H98210-15-D-0001-0616</td>
</tr>
<tr>
<td>4600 MARK CENTER DRIVE, ARLINGTON VA 22201-5761</td>
<td>X 10B. DATED (SEE ITEM 13) 02-May-2016</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>9B. DATED (SEE ITEM 11)</th>
</tr>
</thead>
<tbody>
<tr>
<td>02-May-2016</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CODE</th>
<th>FACILITY CODE</th>
</tr>
</thead>
<tbody>
<tr>
<td>360012</td>
<td></td>
</tr>
</tbody>
</table>

### 11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS

- The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of offer is extended, or is not extended.
- Offer must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation as amended by one of the following methods:
  - By completing Items 8 and 15, and returning ___ copies of the amendment;
  - By acknowledging receipt of this amendment on such copy of the offer submitted;
  - 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.

### 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:

#### D. OTHER (Specify type of modification and authority)

### 14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by UCF section headings, including solicitation/contract subject matter where feasible.)

- Modification Control Number: [Blank]

The purpose of this modification is to change the payment office from DFAS to DAL. As a result, 1. The DoDAAC in Block 18b of the SF 1449 is changed from HQ0131 to HQ0790. The paying office address is changed to:

- DFAS COLUMBUS CENTER
- DA/HR-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, remain unchanged and in full force and effect.

<table>
<thead>
<tr>
<th>15A. NAME AND TITLE OF SIGNER (Type or print)</th>
<th>15B. CONTRACTOR/OFFEROR</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>15C. DATE SIGNED</th>
<th>16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>[Blank]</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>16B. UNITED STATES OF AMERICA</th>
<th>16C. DATE SIGNED</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>[Signature of person authorized to sign]</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>[Signature of Contracting Officer]</td>
</tr>
</tbody>
</table>

EXCEPTION TO SF 30

APPROVED BY OIRM 11-84

STANDARD FORM 30 (Rev. 10-83)
Prepared by GSA
FAR (48 CFR) 53.243
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


(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.

<table>
<thead>
<tr>
<th>Field Name in WAWF</th>
<th>Data to be entered in WAWF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pay Official DoDAAC</td>
<td>HQ0790</td>
</tr>
<tr>
<td>Issue By DoDAAC</td>
<td>H98210</td>
</tr>
<tr>
<td>Admin DoDAAC</td>
<td>H98210</td>
</tr>
<tr>
<td>Inspect By DoDAAC</td>
<td>H98201</td>
</tr>
<tr>
<td>Ship To Code</td>
<td></td>
</tr>
<tr>
<td>Ship From Code</td>
<td></td>
</tr>
<tr>
<td>Mark For Code</td>
<td></td>
</tr>
<tr>
<td>Service Approver (DoDAAC)</td>
<td>H98201</td>
</tr>
<tr>
<td>Service Acceptor (DoDAAC)</td>
<td>H98201</td>
</tr>
<tr>
<td>Accept at Other DoDAAC</td>
<td></td>
</tr>
<tr>
<td>LPO DoDAAC</td>
<td></td>
</tr>
<tr>
<td>DCAA Auditor DoDAAC</td>
<td></td>
</tr>
<tr>
<td>Other DoDAAC(s)</td>
<td></td>
</tr>
</tbody>
</table>

(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.
(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

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

(End of clause)

(End of Summary of Changes)
1. REQUISITION NUMBER  
H98201611600010001

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  

8. TELEPHONE NUMBER (No Collect Calls)  

9. OFFERED DUE DATE/Local Time  

10. THIS ACQUISITION IS  
X UNRESTRICTED  

11. REQUISITION NUMBER PAGE 1 OF 8

12. DISCOUNT TERMS  
Net30

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  
H98210

16. ADMINISTERED BY CODE  
H98210

17a. CONTRACTOR/CODE  
FORS MARSH GROUP LLC 36OC2

18a. PAYMENT WILL BE MADE BY CODE  
HQ131

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

19. ITEM NO.  

20. SCHEDULE OF SUPPLIES/SERVICES  
SEE SCHEDULE

21. QUANTITY

22. UNIT

23. UNIT PRICE

24. AMOUNT  

25. ACCOUNTING AND APPROPRIATION DATA  

26. TOTAL AWARD AMOUNT (For Govt. Use Only)  
See Schedule  
$839,812.39

27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1, 52.212-4, FAR 52.212-3, 52.212-6 ARE ATTACHED.  
ADDITION ARE  
ADDITION ARE NOT ATTACHED

27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4, FAR 52.212-5 IS ATTACHED.  
ADDITION ARE  
ADDITION 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: RECIPIENT 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.

30a. SIGNATURE OF OFFEROR/CONTRACTOR  

30b. NAME AND TITLE OF SIGNER  
TC. DATE SIGNED  

31b. NAME OF CONTRACTING OFFICER  
TEL.  
EMAIL  

31c. DATE SIGNED  
07-JUL-2016
<table>
<thead>
<tr>
<th>ITEM NO.</th>
<th>SCHEDULE OF SUPPLIES/ SERVICES</th>
<th>QUANTITY</th>
<th>UNIT</th>
<th>UNIT PRICE</th>
<th>AMOUNT</th>
</tr>
</thead>
</table>

**SEE SCHEDULE**

32a. QUANTITY IN COLUMN 21 HAS BEEN
- [ ] RECEIVED
- [ ] INSPECTED
- [x] 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
34. VOUCHER NUMBER
35. AMOUNT VERIFIED CORRECT FOR
36. PAYMENT
- [ ] COMPLETE
- [ ] PARTIAL
- [ ] FINAL

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 (Prov)
42b. RECEIVED AT (Location)
42c. DATE REC'D (YY/MM/DD)
42d. TOTAL CONTAINERS
ITEM NO | SUPPLIES/SERVICES | QUANTITY | UNIT | UNIT PRICE | AMOUNT |
--- | --- | --- | --- | --- | --- |
1001 | Survey Services and Market Research | $839,812.39 | Each | $1.00 | $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 T301 001 86001 2516 XQ H5A6 H9820161160001 033181
AMOUNT: $839,812.39
CIN: H982016116000110001001: $839,812.39

DELIVERY INFORMATION

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

ACRN AA
CIN: H982016116000110001001
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

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 R202 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 I 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.


4.19 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

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Ref.</th>
<th>Delivery Date (on or about)</th>
</tr>
</thead>
</table>


<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Ref.</th>
<th>Delivery Date (on or about)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kick-off meeting</td>
<td>Para 4.1</td>
<td>Within 7 days of award</td>
</tr>
<tr>
<td>IRB documents</td>
<td>Para 4.2</td>
<td>Within 6 weeks of award</td>
</tr>
<tr>
<td>Instructions on survey administration</td>
<td>Para 4.4</td>
<td>Within 4 weeks of award</td>
</tr>
<tr>
<td>Deliver printed survey to MEPS and Recruiting Stations</td>
<td>Para 4.5</td>
<td>Within 8 weeks of award date</td>
</tr>
<tr>
<td>Monthly Datasets</td>
<td>Para 4.9</td>
<td>Monthly during PoP once data collection begins</td>
</tr>
<tr>
<td>Module Datasets</td>
<td>Para 4.10</td>
<td>Within 30 days following end of data collection</td>
</tr>
<tr>
<td>Annotated Questionnaires</td>
<td>Para 4.11</td>
<td>One month after fielding is complete</td>
</tr>
<tr>
<td>Monthly standard reports</td>
<td>Para 4.14</td>
<td>Monthly during PoP once data collection begins</td>
</tr>
<tr>
<td>Formatted Surveys for next wave of data collection</td>
<td>Para 4.13</td>
<td>Prior to End of PoP</td>
</tr>
<tr>
<td>Monthly Reports</td>
<td>Para 4.14</td>
<td>Monthly during PoP once data collection begins</td>
</tr>
<tr>
<td>Topline Reports</td>
<td>Para 4.15</td>
<td>Prior to End of PoP</td>
</tr>
<tr>
<td>Active Duty Briefing Deck</td>
<td>Para 4.16</td>
<td>Prior to End of PoP</td>
</tr>
<tr>
<td>Reserve/Guard Briefing Deck</td>
<td>Para 4.17</td>
<td>Prior to End of PoP</td>
</tr>
<tr>
<td>Technical Report</td>
<td>Para 4.18</td>
<td>Prior to End of PoP</td>
</tr>
<tr>
<td>Monthly Status Report</td>
<td>Para 4.19</td>
<td>Monthly during PoP</td>
</tr>
</tbody>
</table>

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


(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

<table>
<thead>
<tr>
<th>Field Name in WAWF</th>
<th>Data to be entered in WAWF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pay Official DoDAAC</td>
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<tr>
<td>Issue By DoDAAC</td>
<td>H98210</td>
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<tr>
<td>Admin DoDAAC</td>
<td>H98210</td>
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<tr>
<td>Inspect By DoDAAC</td>
<td>H98201</td>
</tr>
<tr>
<td>Ship To Code</td>
<td></td>
</tr>
<tr>
<td>Ship From Code</td>
<td></td>
</tr>
<tr>
<td>Mark For Code</td>
<td></td>
</tr>
<tr>
<td>Service Approver (DoDAAC)</td>
<td>H98201</td>
</tr>
<tr>
<td>Service Acceptor (DoDAAC)</td>
<td>H98201</td>
</tr>
<tr>
<td>Accept at Other DoDAAC</td>
<td></td>
</tr>
<tr>
<td>LPO DoDAAC</td>
<td></td>
</tr>
<tr>
<td>DCAA Auditor DoDAAC</td>
<td></td>
</tr>
<tr>
<td>Other DoDAAC(s)</td>
<td></td>
</tr>
</tbody>
</table>

(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.

<table>
<thead>
<tr>
<th>Contract Specialist: (b)(6)</th>
</tr>
</thead>
<tbody>
<tr>
<td>COR (b)(6)</td>
</tr>
</tbody>
</table>

(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.

<table>
<thead>
<tr>
<th>WAWF POC: (b)(6)</th>
</tr>
</thead>
</table>

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

(End of clause)
**AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT**

<table>
<thead>
<tr>
<th>2. AMENDMENT/MODIFICATION NO.</th>
<th>3. EFFECTIVE DATE</th>
<th>4. REQUISITION/PURCHASE REQ. NO.</th>
<th>5. PROJECT NO. (Applicable)</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>21-Oct-2016</td>
<td>H982016100000000</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>6. ISSUED BY</th>
<th>CODE</th>
<th>7. ADMINISTERED BY (Other than form)</th>
<th>CODE</th>
</tr>
</thead>
<tbody>
<tr>
<td>DEFENSE HUMAN RESOURCES ACTIVITY</td>
<td>H98210</td>
<td>DEFENSE HUMAN RESOURCES ACTIVITY</td>
<td>H98210</td>
</tr>
<tr>
<td>4800 MARK CENTER DRIVE, ALEXANDRIA VA 22350-4000</td>
<td></td>
<td>4800 MARK CENTER DRIVE, SUITE 07G12, ALEXANDRIA VA 22350-1320</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>8. NAME AND ADDRESS OF CONTRACTOR (No., Street, County, State and Zip Code)</th>
</tr>
</thead>
<tbody>
<tr>
<td>FOR MARSH GROUP LLC</td>
</tr>
<tr>
<td>1970 CLEVELAND ST E519</td>
</tr>
<tr>
<td>ARLINGTON VA 22201-5761</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>9A. AMENDMENT OF SOLICITATION NO.</th>
</tr>
</thead>
<tbody>
<tr>
<td>9B. DATED (SEE ITEM 11)</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>10A. MOD. OF CONTRACT/OORDER NO.</th>
<th>10B. DATED (SEE ITEM 13)</th>
</tr>
</thead>
<tbody>
<tr>
<td>H98210-15-D-0001-0017</td>
<td>11-Jul-2016</td>
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<table>
<thead>
<tr>
<th>11A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print)</th>
</tr>
</thead>
<tbody>
<tr>
<td>CONTRACT SPECIALIST</td>
</tr>
<tr>
<td>TEL: (0609)</td>
</tr>
<tr>
<td>EMAIL: (0609)</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>11B. NAME AND TITLE OF CONTRACTING OFFICER (Type or print)</th>
</tr>
</thead>
<tbody>
<tr>
<td>CONTRACT SPECIALIST</td>
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<tr>
<td>TEL: (0609)</td>
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<tr>
<td>EMAIL: (0609)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>12. ACCOUNTING AND APPROPRIATION DATA (If required)</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACTS/ORDERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>IT MODIFIES THE CONTRACT/OORDER NO. AS DESCRIBED IN ITEM 14.</td>
</tr>
</tbody>
</table>

| A. THIS CHANGE ORDER IS ISSUED PURSUANT TO: (Specify authority) |
| THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT/OORDER NO. IN ITEM 10A. |

| B. THE ABOVE NUMBERED CONTRACT/OORDER 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: |

<table>
<thead>
<tr>
<th>D. OTHER (Specify type of modification and authority)</th>
</tr>
</thead>
</table>

| E. IMPORTANT: Contractor [ ] is not, [ ] is required to sign this document and return ______ copies to the issuing office. |

<table>
<thead>
<tr>
<th>14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by UCF section headings, including solicitation/contract subject matter where feasible.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Modification Control Number: [0609]</td>
</tr>
</tbody>
</table>

The purpose of this modification is to change the payment office from DFAS to DAL. 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
DAIDFRA-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.

<table>
<thead>
<tr>
<th>15A. NAME AND TITLE OF SIGNER (Type or print)</th>
</tr>
</thead>
<tbody>
<tr>
<td>SIGNATURE OF PERSON AUTHORIZED TO SIGN</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>15B. CONTRACTOR/OFFEROR</th>
<th>15C. DATE SIGNED</th>
</tr>
</thead>
<tbody>
<tr>
<td>FOR MARSH GROUP LLC</td>
<td>20-Oct-2016</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print)</th>
</tr>
</thead>
<tbody>
<tr>
<td>CONTRACT SPECIALIST</td>
</tr>
<tr>
<td>TEL: (0609)</td>
</tr>
<tr>
<td>EMAIL: (0609)</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>16B. UNITED STATES OF AMERICA</th>
<th>16C. DATE SIGNED</th>
</tr>
</thead>
<tbody>
<tr>
<td>FOR MARSH GROUP LLC</td>
<td>20-Oct-2016</td>
</tr>
</tbody>
</table>

**EXCEPTION TO SF 30**

APPROVED BY OIRM 11-84

STANDARD FORM 30 (Rev. 10-83)

PRESCRIBED BY GSA

FAR (48 CFR) 52.243
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***

<table>
<thead>
<tr>
<th>Field Name in WAWF</th>
<th>Data to be entered in WAWF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pay Official DoDAAC</td>
<td>HQ0790</td>
</tr>
<tr>
<td>Issue By DoDAAC</td>
<td>H98210</td>
</tr>
<tr>
<td>Admin DoDAAC</td>
<td>H98210</td>
</tr>
<tr>
<td>Inspect By DoDAAC</td>
<td>H98201</td>
</tr>
<tr>
<td>Ship To Code</td>
<td></td>
</tr>
<tr>
<td>Ship From Code</td>
<td></td>
</tr>
<tr>
<td>Mark For Code</td>
<td></td>
</tr>
<tr>
<td>Service Approver (DoDAAC)</td>
<td>H98201</td>
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<tr>
<td>Service Acceptor (DoDAAC)</td>
<td>H98201</td>
</tr>
<tr>
<td>Accept at Other DoDAAC</td>
<td></td>
</tr>
<tr>
<td>LPO DoDAAC</td>
<td></td>
</tr>
<tr>
<td>DCAA Auditor DoDAAC</td>
<td></td>
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<td>Other DoDAAC(s)</td>
<td></td>
</tr>
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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:

(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. REQUESTION NUMBER**
H982016-12000100

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

**3. AWARD/EFFECTIVE DATE**
01-Jul-2016

**4. ORDER NUMBER**
0018

**5. SOLICITATION NUMBER**
H98210-15-D-0001 01 - Jul - 2016 0018

**6. SOLICITATION ISSUE DATE**

**7. FOR SOLICITATION INFORMATION CALL**
a. NAME
b. PHONE NUMBER
(No Collect Calls)

**8. OFFERED DUE DATE/LOCAL TIME**

**9. ISSUED BY CODE**
H98210

**10. THIS ACQUISITION IS**
X UNRESTRICTED OR SET ASIDE:

**11. REQUISITION NUMBER PAGE**
H982016-1120001 000

**12. DISCOUNT TERMS**
Not 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

**16. ADMINISTERED BY CODE**
H98210

**17a. CONTRACTOR CODE**
360C2

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

**18a. PAYMENT WILL BE MADE BY**
DFAS COLUMBUS CENTER
DFAS-CQMAQ
ATTN: CAPSWIR P2
PO BOX 38916
COLUMBUS OH 43236-9016

**18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a, UNLESS BLOCK BELOW IS CHECKED**

**19. ITEM NO.**

**20. SCHEDULE OF SUPPLIES/SERVICES**

**21. QUANTITY**

**22. UNIT**

**23. UNIT PRICE**

**24. AMOUNT**

**SEESCHEDULE**

**25. ACCOUNTING AND APPROPRIATION DATA**

**26. TOTAL AWARD AMOUNT (For Govt. Use Only)**
See Schedule $1,032,011.00

**27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1, 52.212-4, FAR 52.212-3, 52.212-6 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**

**30a. SIGNATURE OF OFFEROR/CONTRACTOR**

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

**30c. DATE SIGNED**

**31a. NAME OF CONTRACTING OFFICER (TYPE OR PRINT)**

**31b. EMAIL**

**31c. DATE SIGNED**

**STANDARD FORM 1449 (REV. 2/2012)**
Prescribed by GSA - FAR (48 CFR) 52.212
### SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS (CONTINUED)

<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td><strong>SEE SCHEDULE</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### 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

#### 34. VOUCHER NUMBER

#### 35. AMOUNT VERIFIED
- **COMPLETE**
- **PARTIAL**
- **FINAL**

#### 36. PAYMENT

#### 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 (PRIV)

#### 42b. RECEIVED AT (Location)

#### 42c. DATE RECEIVED (YY/MM/DD)

#### 42d. TOTAL CONTAINERS

---

**AUTHORIZED FOR LOCAL REPRODUCTION**

**PREVIOUS EDITION IS NOT USABLE**

---

**STANDARD FORM 1449 (REV. 2/2012) BACK**

**PREScribed by GSA – FAR (48 CFR) 53.212**
## DELIVERY INFORMATION

<table>
<thead>
<tr>
<th>CLIN</th>
<th>DELIVERY DATE</th>
<th>QUANTITY</th>
<th>SHIP TO ADDRESS</th>
<th>DODAAC</th>
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<tbody>
<tr>
<td>1001</td>
<td>POP 01-JUL-2016 TO 30-JUN-2017</td>
<td>N/A</td>
<td>JOINT ADVERT, MKT RES, STUDIES (JAMRS)</td>
<td>HQ0584</td>
</tr>
</tbody>
</table>

FOB: Destination

4800 MARK CENTER DRIVE, STE 06J25
ALEXANDRIA VA

## ACCOUNTING AND APPROPRIATION DATA

AA: 9760100 7301 001 86001 2516 XQ H5A6 H9820161120001 033181
AMOUNT: $1,032,011.00
CIN H982016112000100000001: $1,032,011.00

## INSPECTION AND ACCEPTANCE TERMS

Supplies/services will be inspected/accepted at:

...
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 (R202) 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 R202 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 decks 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 toplines, 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**

<table>
<thead>
<tr>
<th>Study Wave</th>
<th>Data Collection (when new sample is released; allow 2 months after last date to end fielding window)</th>
<th>Module Weighted Data</th>
<th>Annotated Questionnaire</th>
<th>Propensity Briefing Deck</th>
<th>Module Briefing Deck</th>
</tr>
</thead>
<tbody>
<tr>
<td>YP35 - Summer 2016</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>March 2017</td>
</tr>
<tr>
<td>YP36 - Fall 2016</td>
<td>Sept - December 2015</td>
<td>March 2016</td>
<td>NA</td>
<td>May 2017</td>
<td>June 2017</td>
</tr>
<tr>
<td>YP37 - Spring 2017</td>
<td>January - April 2017</td>
<td>June 2017</td>
<td>November 2016</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Ref.</th>
<th>Delivery Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kick-off meeting</td>
<td>Para 4.1</td>
<td>Within 1 week of award date</td>
</tr>
<tr>
<td>Deliverable</td>
<td>Ref.</td>
<td>Delivery Date</td>
</tr>
<tr>
<td>------------------------------------------------</td>
<td>-----------</td>
<td>--------------------------------------</td>
</tr>
<tr>
<td>Written summary of Kick-off meeting</td>
<td>Para 4.1</td>
<td>Within 1 week of kick-off mtg.</td>
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<tr>
<td>YP 2017 Spring Questionnaires</td>
<td>Para 4.2</td>
<td>1 November 2016</td>
</tr>
<tr>
<td>YP 2017 Spring Mailing Materials</td>
<td>Para 4.3</td>
<td>10 December 2016</td>
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<tr>
<td>Submit materials for Government R2O2 Review</td>
<td>Para 4.4</td>
<td>At least 2 weeks prior to printing</td>
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<tr>
<td>Weighted YP Fall 2016 Dataset</td>
<td>Para 4.6.1</td>
<td>21 March 2017</td>
</tr>
<tr>
<td>Weighted YP Spring 2017 Dataset</td>
<td>Para 4.6.1</td>
<td>Prior to end of PoP</td>
</tr>
<tr>
<td>8 Weighted YP Monthly Datasets</td>
<td>Para 4.6.1</td>
<td>December through March of PoP</td>
</tr>
<tr>
<td>Fall 2016 Annotated Questionnaire</td>
<td>Para 4.6.2</td>
<td>6 April 2017</td>
</tr>
<tr>
<td>Spring 2017 Annotated Questionnaire</td>
<td>Para 4.6.2</td>
<td>Prior to end of PoP</td>
</tr>
<tr>
<td>YP 2016 Fall Propensity Deck</td>
<td>Para 4.7</td>
<td>4 May 2017</td>
</tr>
<tr>
<td>Monthly YP Executive Summaries (December through March)</td>
<td>Para 4.7</td>
<td>December through March during PoP</td>
</tr>
<tr>
<td>YP 2016 Summer Module Brief</td>
<td>Para 4.8</td>
<td>7 March 2017</td>
</tr>
<tr>
<td>YP 2016 Fall Module Brief</td>
<td>Para 4.8</td>
<td>Prior to end of PoP</td>
</tr>
<tr>
<td>Calendar Year 2016 dataset</td>
<td>Para 4.9</td>
<td>Prior to end of PoP</td>
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<td>YP 2016 Summer Tech Report</td>
<td>Para 4.10</td>
<td>7 March 2017</td>
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<tr>
<td>YP 2016 Fall Tech Report</td>
<td>Para 4.10</td>
<td>Prior to end of PoP</td>
</tr>
<tr>
<td>Annual Coverage Report</td>
<td>Para 4.11</td>
<td>Prior to end of PoP</td>
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<tr>
<td>Executive Notes</td>
<td>Para 4.12</td>
<td>Prior to end of PoP</td>
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<tr>
<td>Weighted datasets</td>
<td>Para 4.14</td>
<td>Monthly during PoP by last workday of the month</td>
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<tr>
<td>Monthly summary briefs</td>
<td>Para 4.15</td>
<td>Monthly during PoP by last workday of the month</td>
</tr>
<tr>
<td>Monthly Status Report</td>
<td>Para 4.16</td>
<td>Monthly during PoP by last workday of the month</td>
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</tbody>
</table>

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


(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.
(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*

<table>
<thead>
<tr>
<th>Field Name in WAWF</th>
<th>Data to be entered in WAWF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pay Official DoDAAC</td>
<td>HQ0131</td>
</tr>
<tr>
<td>Issue By DoDAAC</td>
<td>H98210</td>
</tr>
<tr>
<td>Admin DoDAAC</td>
<td>H98210</td>
</tr>
<tr>
<td>Inspect By DoDAAC</td>
<td>H98201</td>
</tr>
<tr>
<td>Ship To Code</td>
<td>—</td>
</tr>
<tr>
<td>Ship From Code</td>
<td>—</td>
</tr>
<tr>
<td>Mark For Code</td>
<td>—</td>
</tr>
<tr>
<td>Service Approver (DoDAAC)</td>
<td>H98201</td>
</tr>
<tr>
<td>Service Acceptor (DoDAAC)</td>
<td>H98201</td>
</tr>
<tr>
<td>Accept at Other DoDAAC</td>
<td>—</td>
</tr>
<tr>
<td>LPO DoDAAC</td>
<td>—</td>
</tr>
<tr>
<td>DCAA Auditor DoDAAC</td>
<td>—</td>
</tr>
<tr>
<td>Other DoDAAC(s)</td>
<td>—</td>
</tr>
</tbody>
</table>

(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.

(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.

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

(End of clause)
## AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT

### 2. AMENDMENT/MODIFICATION NO.
01

### 5. PROJECT NO. (If applicable)

### 3. EFFECTIVE DATE
21-Oct-2016

### 4. REQUISITION/PURCHASE REQ. NO.
H982016120001000

### 6. ISSUED BY
DEFENSE HUMAN RESOURCES ACTIVITY

### 7. ADMINISTERED BY (If other than items)
CODE H98210

### 8. NAME AND ADDRESS OF CONTRACTOR
- **(No., Street, County, State and Zip Code)**
  
### 9A. AMENDMENT OF SOLICITATION NO.

### 9B. DATED (See Item 11)

### 10A. MOD. OF CONTRACT/ORDER NO.
H98210-15-D-0001-0018

### 10B. DATED (See Item 13)
01-Jul-2016

### 11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS

- The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of offer is extended, or is not extended.

Offer must acknowledge receipt of an amendment prior to the hour and date specified in the solicitation or as amended by one of the following methods:
- (a) By completing Item 8 and 15, and returning copies of the amendment;
- (b) By acknowledging receipt of this amendment on each copy of the offer submitted;
- (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.

- 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.

### 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.

### 14. DESCRIPTION OF AMENDMENT/MODIFICATION

- **(Organized by UCF section headings, including solicitation/contract subject matter where feasible)**

Modification Control Number:

- **(b) (4) (6) (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:

   **DAEHRHA-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.

### 15A. NAME AND TITLE OF SIGNER
- **(Type or print)**

### 16A. NAME AND TITLE OF CONTRACTING OFFICER
- **(Type or print)**

### 15B. CONTRACTOR/OFFEROR

### 15C. DATE SIGNED

### 16B. UNITED STATES OF AMERICA

- **By**

### 16C. DATE SIGNED

- **19-Oct-2016**

---

**EXCEPTION TO SF 30**

**APPROVED BY OIRM 11-84**

**STANDARD FORM 30 (Rev. 10-83)**

**PRESCRIBED BY GSA**

**FAR (48 CFR) 53.243**
The 'administered by' organization has changed from DEFENSE HUMAN RESOURCES ACTIVITY 4800 MARK CENTER DRIVE, ALEXANDRIA VA 22350-1300 to DEFENSE HUMAN RESOURCES ACTIVITY 4800 MARK CENTER DRIVE, 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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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*

<table>
<thead>
<tr>
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<th>Data to be entered in WAWF</th>
</tr>
</thead>
<tbody>
<tr>
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<td>HQ0790</td>
</tr>
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<td>Issue By DoDAAC</td>
<td>H98210</td>
</tr>
<tr>
<td>Admin DoDAAC</td>
<td>H98210</td>
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<tr>
<td>Inspect By DoDAAC</td>
<td>H98201</td>
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<tr>
<td>Ship To Code</td>
<td></td>
</tr>
<tr>
<td>Ship From Code</td>
<td></td>
</tr>
<tr>
<td>Mark For Code</td>
<td></td>
</tr>
<tr>
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<tr>
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<td></td>
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<td>LPO DoDAAC</td>
<td></td>
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<tr>
<td>DCAA Auditor DoDAAC</td>
<td></td>
</tr>
<tr>
<td>Other DoDAAC(s)</td>
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</tr>
</tbody>
</table>
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Contract Specialist
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

(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

### 1. Issued by
- **Code**: H98210
- **Defense Human Resources Activity**
  - 4800 Mark Center Drive, Alexandria, VA 22350-4000
  - **Tel.**: [Tel. Number]
  - **Fax**: [Fax Number]

### 2. Offeror to Complete Blocks 12, 17, 23, 24, and 30

### 3. Award/Effective Date
- 14-Jul-2016

### 4. Order Number
- 0019

### 5. Solicitation Number
- H982016-15-0003000

### 6. Solicitation Issue Date
- 14-Jul-2016

### 7. Solicitation/Information Call
- **Name**: [Name]
- **Telephone**: [No Collect Calls]
- **Fax**: [Fax Number]

### 8. Offer Due Date/Local Time

### 9. Solicitation Issued Date
- H98210-15-D-0001
- 14-Jul-2016
- 0019

### 10. This Acquisition Is
- **Unrestricted or**: X
- **Set Aside**: 100% for:
  - Small Business
  - HubZone Small Business
  - Service-Disabled Veteran-Owned Small Business
  - HUBZone

### 11. Delivery for FOB Destination
- Unless Block is Marked
- **See Schedule**

### 12. Discount Terms
- **Net 30**

### 13. Rating
- **See Schedule**

### 14. Method of Solicitation
- **See Schedule**

### 15. Deliver to
- **Code**: HQ0581
- **Defense Human Resources Activity**
  - 4800 Mark Center Drive
  - Suite 07G12
  - Arlington, VA 22350-4000

### 16. Administered by
- **Code**: H98210
- **Joint Advert. Mark Bldgs. Studies (JAMS)**
  - 4800 Mark Center Drive, Suite 07G12
  - Arlington, VA 22350-4000

### 17. Contractor/Code/Facility Code
- **Contractor**: FORS MARSH GROUP LLC
- **Code**: 00C2
- **Facility Code**: [Facility Code]

### 18. Payment Will Be Made By
- **Code**: HQ131
- **Defense Human Resources Activity**
  - 4800 Mark Center Drive
  - Suite 07G12
  - Alexandria, VA 22350-1300

### 19. Schedule of Supplies/Services

### 20. Item No.

### 21. Schedule of Supplies/Services

### 22. Quantity

### 23. Unit

### 24. Unit Price

### 25. Accounting and Appropriation Data

### 26. Total Award Amount

### 27. Solicitation Incorporates by Reference
- FAR 52.212-1
- FAR 52.212-4
- FAR 52.212-3
- FAR 52.212-6

### 28. Contractor is Required to Sign This Document and Return Copies to Issuing Office
- Contractor agrees to furnish all items set forth or otherwise identified above and on any additional sheets subject to the terms and conditions specified.

### 29. Award of Contract
- 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

### 30. Signature of Offeror/Contractor

### 31. Name and Title of Signer
- **Name**: [Name]
- **Title**: [Title]

### 32. Date Signed
- **Date**: 13-Jul-2016

---

**Note:**
- Authorized for local reproduction
- Previous edition is not usable
- Prescribed by GSA - FAR (48 CFR) 53.212

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<table>
<thead>
<tr>
<th></th>
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<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SEE SCHEDULE</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

33. SHIP NUMBER
34. VOUCHER NUMBER
35. AMOUNT VERIFIED
[ ] COMPLETE [ ] PARTIAL [ ] FINAL

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 (P/O)
42b. RECEIVED AT (Location)
42c. DATE REC'D (YY/MM/DD) 42d. TOTAL CONTAINERS
### Section SF 1449 - CONTINUATION SHEET

<table>
<thead>
<tr>
<th>ITEM NO</th>
<th>SUPPLIES/SERVICES</th>
<th>QUANTITY</th>
<th>UNIT</th>
<th>UNIT PRICE</th>
<th>AMOUNT</th>
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</thead>
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<td>229,840.66</td>
<td>Each</td>
<td>$1.00</td>
<td>$229,840.66</td>
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</table>

**FOB:** Destination

**PURCHASE REQUEST NUMBER:** H9820161540003000

**NET AMT** $229,840.66

**ACRN AA**

**CIN:** H98201615400030001001

<table>
<thead>
<tr>
<th>ITEM NO</th>
<th>SUPPLIES/SERVICES</th>
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<th>UNIT</th>
<th>UNIT PRICE</th>
<th>AMOUNT</th>
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<td>Unitless</td>
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</table>

**FOB:** Destination

**PURCHASE REQUEST NUMBER:** H9820161540003000

**ESTIMATED COST** $3,420.67

**ACRN AA**

**CIN:** H98201615400030001002

---

### DELIVERY INFORMATION

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<th>CLIN</th>
<th>DELIVERY DATE</th>
<th>QUANTITY</th>
<th>SHIP TO ADDRESS</th>
<th>DODAAC</th>
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</thead>
<tbody>
<tr>
<td>1001</td>
<td>POP 14-JUL-2016 TO 13-JUL-2017</td>
<td>N/A</td>
<td>JOINT ADVERT, MKT RES, STUDIES (JAMRS)</td>
<td>HQ0584</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>1919 SOUTH EADS STREET SUITE 100 ARLINGTON VA 22202</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>FOB: Destination</td>
<td></td>
</tr>
<tr>
<td>1002</td>
<td>POP 14-JUL-2016 TO 13-JUL-2017</td>
<td>N/A</td>
<td>(SAME AS PREVIOUS LOCATION)</td>
<td>HQ0584</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>FOB: Destination</td>
<td></td>
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</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Ref.</th>
<th>Delivery Date (on or about)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kick-off meeting</td>
<td>Para 4.1</td>
<td>Within 1 week of contract start date</td>
</tr>
<tr>
<td>Written summary of Kick-off meeting</td>
<td>Para 4.1</td>
<td>Two weeks after kick-off</td>
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<tr>
<td>Early findings briefing</td>
<td>Para 4.3.1</td>
<td>5 months after kick-off</td>
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<td>Service-Specific Briefings</td>
<td>Para 4.3</td>
<td>Seven months after kick-off</td>
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<tr>
<td>Overview Report</td>
<td>Para 4.4</td>
<td>Twelve months after kick-off</td>
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<tr>
<td>Monthly Status Report</td>
<td>Para 4.6</td>
<td>Monthly during PoP</td>
</tr>
</tbody>
</table>

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.

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


(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***

<table>
<thead>
<tr>
<th>Field Name in WAWF</th>
<th>Data to be entered in WAWF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pay Official DoDAAC</td>
<td>HQ0131</td>
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<tr>
<td>Issue By DoDAAC</td>
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<td>Inspect By DoDAAC</td>
<td>H98201</td>
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<tr>
<td>Ship To Code</td>
<td></td>
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<tr>
<td>Ship From Code</td>
<td></td>
</tr>
<tr>
<td>Mark For Code</td>
<td></td>
</tr>
<tr>
<td>Service Approver (DoDAAC)</td>
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<td>H98201</td>
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</tr>
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</tr>
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<td></td>
</tr>
<tr>
<td>Other DoDAAC(s)</td>
<td></td>
</tr>
</tbody>
</table>

(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:** [Redacted]

**COR:** [Redacted]

(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:** [Redacted]

(2) For technical WAWF help, contact the WAWF help desk at 866-618-5988.
AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT

2. AMENDMENT/MODIFICATION NO. 01
3. EFFECTIVE DATE 21-Oct-2016
4. REQUISITION/PURCHASE REQ. NO. H98201614000000
5. PROJECT NO.(if applicable)

6. ISSUED BY CODE H98210
7. ADMINISTERED BY (other than items)

6I. AMENDMENT/ MODIFICATION NO. 3
7. EFFECTIVE DATE 1-11-84
8. NAME AND ADDRESS OF CONTRACTOR (No., Street, County, State and Zip Code)

DEFENSE HUMAN RESOURCES ACTIVITY
4000 MARK CENTER DR.
Arlington, VA 22203-4003

CODE 380C2 FACILITY CODE X

11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS

☐ The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of offer is extended, ☐ is not extended.

Offer must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation 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.

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:

D. OTHER (Specify type of modification and authority)

14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by UCF section headings, including solicitation/contract subject matter where feasible.)

Modification Control Number: 20316(4)3(3)18

The purpose of this modification is to change the payment office from DFAS to DAI. As a result:
1. The DoDAF in block 19a of the SF 1449 is changed from HQ0131 to HQ0790. The paying office address is changed to:
   DEFENSE HUMAN RESOURCES ACTIVITY
   4000 MARK CENTER DR.
   Arlington, VA 22203-4003

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 hereofare changed, remain 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)

15B. CONTRACTOR/OFFEROR 16B. UNITED STATES OF AMERICA

15C. DATE SIGNED 16C. DATE SIGNED

(Signature of person authorized to sign) 19-Oct-2016

(Signature of Contracting Officer)

STANDARD FORM 30 (Rev. 10-83)
Appropriate by OIRM 11-84

30-105-04

Prescribed by GSA

FAR (48 CFR) 53.243
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,
ALEXANDRIA VA 22350-1300
to
DEFENSE HUMAN RESOURCES ACTIVITY
4800 MARK CENTER DRIVE,
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--

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(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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**Contract Specialist:**

**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:**

(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
OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, AND 30

11. REQUISITION NUMBER 1400020

15. DELIVER TO CODE HQ0581

18. PAYMENT WILL BE MADE BY DFAS COLUMBUS CENTER

22. UNIT PRICE

24. AMOUNT

25. ACCOUNTING AND APPROPRIATION DATA

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

27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1, 52.212-4, FAR 52.212-3, 52.212-6 ARE ATTACHED. ADDENDA ARE NOT ATTACHED

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

28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN 2 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 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

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

30c. DATE SIGNED

STANDARD FORM 1449 (REV. 2/2012)

Prepared by GSA - FAR (48 CFR) 52.212
|--------------|---------------------------------|--------------|---------|----------------|-----------|

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

34. VOUCHER NUMBER

35. AMOUNT VERIFIED
- [ ] COMPLETE
- [ ] PARTIAL
- [ ] FINAL

36. PAYMENT

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 (PRIOR)

42b. RECEIVED AT (LOCATION)

42c. DATE REC'D (YY/MM/DD)

42d. TOTAL CONTAINERS
## Section SF 1449 - CONTINUATION SHEET

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<thead>
<tr>
<th>ITEM NO</th>
<th>SUPPLIES/SERVICES</th>
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<th>AMOUNT</th>
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**NET AMT**  
$442,092.54

ACRN AA  
CIN: H98201621400020001001

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<th>SUPPLIES/SERVICES</th>
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<th>AMOUNT</th>
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**ESTIMATED COST**  
$8,320.00

ACRN AA  
CIN: H98201621400020001002

## DELIVERY INFORMATION

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| 1001 | POP 01-SEP-2016 TO 31-AUG-2017 | N/A | JOINT ADVERT, MKT RES, STUDIES (JAMRS)  
1919 SOUTH EADS STREET SUITE 100  
ARLINGTON VA 22202 | 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:

<table>
<thead>
<tr>
<th>CLIN</th>
<th>INSPECT AT</th>
<th>INSPECT BY</th>
<th>ACCEPT AT</th>
<th>ACCEPT BY</th>
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<td>1002</td>
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<td>Government</td>
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</tbody>
</table>

ADMINISTRATIVE INFORMATION

Contract Specialist:

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 results, 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

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<tr>
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<td>Para 4.2.1</td>
<td>Within 10 weeks of kick-off</td>
</tr>
<tr>
<td>Executive Note 1</td>
<td>Para 4.3.2</td>
<td>Prior to end of PoP</td>
</tr>
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### 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 6 months of kick-off
Web-Scraping Executive Summary | Para 4.4.4 | Within 6 months 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.

(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


(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*

<table>
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<tr>
<th>Field Name in WAWF</th>
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<tr>
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<tr>
<td>Admin DoDAAC</td>
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<tr>
<td>Inspect By DoDAAC</td>
<td>H98201</td>
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<tr>
<td>Ship From Code</td>
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<tr>
<td>Mark For Code</td>
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</tr>
<tr>
<td>Service Approver (DoDAAC)</td>
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<td>Accept at Other DoDAAC</td>
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<td>LPO DoDAAC</td>
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<td>DCAA Auditor DoDAAC</td>
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<td>Other DoDAAC(s)</td>
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</table>

(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.

(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.

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

(End of clause)
1. CONTRACT ID CODE
J
2. AMENDMENT/MODIFICATION NO.
01
3. EFFECTIVE DATE
28-Jul-2017
4. REQUISITION/PURCHASE REQ. NO.
H982016140002000
5. PROJECT NO. (if applicable)

6. ISSUED BY CODE
H8210
DEFENSE HUMAN RESOURCES ACTIVITY
4600 MARK CENTER DRIVE,
ALEXANDRIA VA 22302-4000

7. ADMINISTERED BY CODE
H8210
DEFENSE HUMAN RESOURCES ACTIVITY
4600 MARK CENTER DRIVE,
ALEXANDRIA VA 22302-4000

8. NAME AND ADDRESS OF CONTRACTOR (No., Street, County, State and Zip Code)
FORS MARSH GROUP LLC
10707 V GLEBE RD. STE 619
ARLINGTON VA 22201-5761

9A. AMENDMENT OF SOLICITATION NO.

9B. DATED (SEE ITEM 11)
10A. MOD. OF CONTRACT/OFFER NO.
H982016-15-D-0001-0020
10B. DATED (SEE ITEM 13)
01-Sep-2016

10C. MODIFICATION/CHANGE ORDER NO.

11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS
☐ The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of offer is extended, ☐ is not extended.

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.

12. ACCOUNTING AND APPROPRIATION DATA (If required)

13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACT/ORDERS
IT MODIFIES THE CONTRACT/OFFER 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/OFFER NO. IN ITEM 10A.

B. THE ABOVE NUMBERED CONTRACT/OFFER 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(8).

C. THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO PURSUANT TO AUTHORITY OF:

☐ X Bilateral 52.212-4(c)

E. IMPORTANT: Contractor ☐ is not, ☒ 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: ☐ 410300

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).

15A. NAME AND TITLE OF SIGNER (Type or print) 
15B. CONTRACTOR/OFFEROR (Type or print)

15C. DATE SIGNED

16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print)
16B. UNITED STATES OF AMERICA

16C. DATE SIGNED

EXCEPTION TO SE 30
APPROVED BY OIRM 11-84
STANDARD FORM 30 (Rev. 10-83)
30-105-04

Prescribed by GSA
FAR (48 CFR) 53.234
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.

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 FY 15 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

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Ref.</th>
<th>Delivery Date (on or about)</th>
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<td>Para 4.1</td>
<td>Within 1 week of award</td>
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<td>Written summary of Kick-off</td>
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<tr>
<td>Cognitive Interview Report</td>
<td>Para 4.2.1</td>
<td>Within 10 weeks of kick-off</td>
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<tr>
<td>Executive Note 1</td>
<td>Para 4.3.2</td>
<td>Prior to end of PoP</td>
</tr>
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<td>Para 4.3.2</td>
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<td>Monthly during PoP</td>
</tr>
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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)
SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS
OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, AND 30

1. REQUISITION NUMBER
H9821071040

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)
c. EMAIL:

8. OFFER DUE DATE/LOCAL TIME

9. INFORMATION

10. ISSUED BY
CODE

11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED

12. DISCOUNT TERMS
See Schedule

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

13b. RATING

14. METHOD OF SOLICITATION

15. DELIVER TO
CODE

16. ADMINISTERED BY
CODE

17a. CONTRACTOR/OFFEROR

18a. PAYMENT WILL BE MADE BY
CODE

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

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

19. ITEM NO.

20. SCHEDULE OF SUPPLIES/SERVICES
See Schedule

21. QUANTITY

22. UNIT

23. UNIT PRICE

24. AMOUNT

25. ACCOUNTING AND APPROPRIATION DATA

26. TOTAL AWARD AMOUNT (For Govt. Use Only)
See Schedule $789,814.77

27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1, 52.212-4, FAR 52.212-3, 52.212-6 ARE ATTACHED.
ADDENDA ARE AT ATTACHED

27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4, FAR 52.212-5 IS ATTACHED.
ADDENDA ARE AT 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. Technical and Price Proposals 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

30b. NAME AND TITLE OF SIGNER

30c. DATE SIGNED

Authorized for Local Reproduction
PREVIOUS EDITION IS NOT USABLE

STANDARD FORM 1449 (REV. 2/2012)
Prescribed by GSA - FAR (48 CFR) 53.212
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32a. Quantities 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
34. Voucher Number
35. Amount verified correct for
36. Payment
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 (Position)
42b. Received at (Location)
42c. Date Rec'd (YY/MM/DD)
42d. Total Containers
### SF 1449 - CONTINUATION SHEET

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**FOB:** Destination  
**PURCHASE REQUEST NUMBER:** H9821071040

**ACCOUNTING AND APPROPRIATION DATA**

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**INSPECTION AND ACCEPTANCE TERMS**

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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 (OUSD P&R) Research Regulatory Oversight Office (R202) 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 R202 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 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

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Ref.</th>
<th>Delivery Date (on or about)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kick-off meeting</td>
<td>Para 4.1</td>
<td>Within 7 days of award</td>
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<tr>
<td>IRB documents</td>
<td>Para 4.2</td>
<td>Within 6 weeks of award</td>
</tr>
<tr>
<td>Instructions on survey administration</td>
<td>Para 4.4</td>
<td>Within 2 weeks of award</td>
</tr>
<tr>
<td>Deliver printed survey to MEPS and Recruiting Stations</td>
<td>Para 4.5</td>
<td>Within 4 weeks of award date</td>
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<tr>
<td>Monthly Datasets</td>
<td>Para 4.9</td>
<td>Monthly during PoP once data collection begins</td>
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<tr>
<td>Module Datasets</td>
<td>Para 4.9.1</td>
<td>Within 30 days following end of data collection</td>
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<tr>
<td>Annotated Questionnaires</td>
<td>Para 4.10</td>
<td>One month after fielding is complete</td>
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<td>Monthly standard reports</td>
<td>Para 4.11</td>
<td>Monthly during PoP once data collection begins</td>
</tr>
<tr>
<td>Formatted Surveys for next wave of data collection</td>
<td>Para 4.12</td>
<td>Prior to End of PoP</td>
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<tr>
<td>Monthly Reports</td>
<td>Para 4.13</td>
<td>Monthly during PoP once data collection begins</td>
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<td>Topline Reports</td>
<td>Para 4.14</td>
<td>Prior to End of PoP</td>
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<td>Active Duty Briefing Deck</td>
<td>Para 4.15</td>
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<td>Reserve/Guard Briefing Deck</td>
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<td>Technical Report</td>
<td>Para 4.17</td>
<td>Prior to End of PoP</td>
</tr>
<tr>
<td>Monthly Status Report</td>
<td>Para 4.18</td>
<td>Monthly during PoP</td>
</tr>
</tbody>
</table>

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


(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.
(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*

<table>
<thead>
<tr>
<th>Field Name in WAWF</th>
<th>Data to be entered in WAWF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pay Official DoDAAC</td>
<td>HQ0790</td>
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<td>Issue By DoDAAC</td>
<td>H98210</td>
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<tr>
<td>Admin DoDAAC</td>
<td>H98210</td>
</tr>
<tr>
<td>Inspect By DoDAAC</td>
<td>HQ0140</td>
</tr>
<tr>
<td>Ship To Code</td>
<td></td>
</tr>
<tr>
<td>Ship From Code</td>
<td></td>
</tr>
<tr>
<td>Mark For Code</td>
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</tr>
<tr>
<td>Service Approver (DoDAAC)</td>
<td>HQ0140</td>
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<tr>
<td>Service Acceptor (DoDAAC)</td>
<td>HQ0140</td>
</tr>
<tr>
<td>Accept at Other DoDAAC</td>
<td></td>
</tr>
<tr>
<td>LPO DoDAAC</td>
<td></td>
</tr>
<tr>
<td>DCAA Auditor DoDAAC</td>
<td></td>
</tr>
<tr>
<td>Other DoDAAC(s)</td>
<td></td>
</tr>
</tbody>
</table>

(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)(5)

(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
   - H9821071219

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

3. AWARD/EFFECTIVE DATE
   - 28-Feb-2017

4. ORDER NUMBER
   - 0022

5. SOLICITATION NUMBER
   - 1

6. SOLICITATION ISSUE DATE
   - 0022

7. FOR SOLICITATION INFORMATION CALL
   - a NAME

8. TELEPHONE NUMBER
   - (No Collect Calls)

9. ISSUED BY
   - CODE

   DEFENSE HUMAN RESOURCES ACTIVITY
   - 4800 MARK CENTER DRIVE
   - ALEXANDRIA VA 22350-4000

   TEL:

   FAX:

10. THIS ACQUISITION IS
    - UNRESTRICTED OR
    - X SMALL BUSINESS
    - SERVICES
    - HUBZONE SMALL BUSINESS
    - EDWOSB
    - SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS

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

16. ADMINISTERED BY
    - CODE

   FORS MARSH GROUP LLC

   1070 N. GLEBE RD, STE 510
   - ARLINGTON VA 22201-5761

   TELEPHONE NO.

   TELEPHONE NO.

   TELEPHONE NO.

   NAME
   - (TYPE OR PRINT)

   TITLE
   - (TYPE OR PRINT)

   DATE SIGNED
   - 27-Feb-2017

**SEE ITEM 9**

**SEE SCHEDULE**

<table>
<thead>
<tr>
<th>ITEM NO.</th>
<th>SCHEDULE OF SUPPLIES/ SERVICES</th>
</tr>
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</table>

25. ACCOUNTING AND APPROPRIATION DATA

```plaintext
See Schedule
```

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

```plaintext
$1,538,928.07
```

27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1, 52.212-4, FAR 52.212-3, 52.212-6 ARE ATTACHED. ADDENDA ARE NOT ATTACHED

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

28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN 2 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 PROPOSAL OFFER DATED 17-Feb-2017

30a. SIGNATURE OF OFFEROR/CONTRACTOR

```
(SIGNATURE OF CONTRACTING OFFICER)
```

30b. NAME AND TITLE OF SIGNER

```
(TYPE OR PRINT)
```

30c. DATE SIGNED

```
27-Feb-2017
```

AUTHORIZED FOR LOCAL REPRODUCTION

PREVIOUS EDITION IS NOT USABLE

STANDARD FORM 1449 (REV. 9/2012)

Prescribed by GSA – FAR (48 CFR) 53.212

(b)(6)
### SOLICITATION/CONTRACT/OFFER FOR COMMERCIAL ITEMS

**ITEM NO.** | **SCHEDULE OF SUPPLIES/ SERVICES** | **QUANTITY** | **UNIT** | **UNIT PRICE** | **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

34. VOUCHER NUMBER

35. AMOUNT VERIFIED

36. PAYMENT

37. CHECK NUMBER

- [ ] COMPLETE
- [ ] PARTIAL
- [ ] FINAL

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

41d. RECEIVED BY (P/OD)

42a. RECEIVED AT (Location)

42b. DATE REC'D (YY/MM/DD)

42c. TOTAL CONTAINERS

**AUTHORIZED FOR LOCAL REPRODUCTION**

**STANDARD FORM 1449 (REV. 2/2012) BACK**

**PREVIOUS EDITION IS NOT USABLE**

Prescribed by GSA – FAR (48 CFR) 53.212
### Accountings and Appropriation Data

**AAR**: 012147 097

**CIN**: H98210712190001

**AMOUNT**: $1,538,928.07

**CIN H98210712190001**: $1,538,928.07

### Inspection and Acceptance Terms

Supplies/services will be inspected/accepted at:

<table>
<thead>
<tr>
<th>CLIN</th>
<th>INSPECT AT</th>
<th>INSPECT BY</th>
<th>ACCEPT AT</th>
<th>ACCEPT BY</th>
</tr>
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<tbody>
<tr>
<td>2001</td>
<td>Destination</td>
<td>Government</td>
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### Delivery Information

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<th>QUANTITY</th>
<th>SHIP TO ADDRESS</th>
<th>DODAAC</th>
</tr>
</thead>
</table>

*H98210-15-D-0001*

0022

Page 3 of 9
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, 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 (R202) 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 R202 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.

4.5.2.5 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
make 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.


**APPROXIMATE YOUTH POLL (YP) SURVEY & BRIEFING DECK SCHEDULE**

<table>
<thead>
<tr>
<th>Study Wave</th>
<th>Data Collection (when new sample is released; allow 2 months after last date to end fielding window)</th>
<th>Unweighted Data</th>
<th>Weighted Data</th>
<th>Annotated Questionnaire</th>
<th>Propensity Briefing Deck</th>
<th>Module Briefing Deck</th>
</tr>
</thead>
<tbody>
<tr>
<td>YP34 - Spring 2016</td>
<td>January - April 2017</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>October 2017</td>
<td>December 2017</td>
</tr>
<tr>
<td>YP35 - Summer 2016</td>
<td>May - Aug 2017</td>
<td>November 2017</td>
<td>December 2017</td>
<td>December 2017</td>
<td>February 2017 (end of PoP)</td>
<td>NA</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Ref.</th>
<th>Delivery Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kick-off meeting</td>
<td>Para 4.1</td>
<td>Within 1 week of award date</td>
</tr>
<tr>
<td>Written summary of Kick-off meeting</td>
<td>Para 4.1</td>
<td>Within 2 weeks of kickoff mtg</td>
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<tr>
<td>YP 2017 Summer Questionnaires</td>
<td>Para 4.2</td>
<td>Within 2 months of award</td>
</tr>
<tr>
<td>YP 2017 Fall Questionnaires</td>
<td>Para 4.2</td>
<td>30 July 2017</td>
</tr>
<tr>
<td>YP 2017 Summer &amp; Fall Mailing Materials</td>
<td>Para 4.3</td>
<td>1 April 2017</td>
</tr>
<tr>
<td>Submit materials for Government R2O2 Review</td>
<td>Para 4.4</td>
<td>At least 2 weeks prior to printing</td>
</tr>
<tr>
<td>Weighted YP Summer 2017 Dataset</td>
<td>Para 4.6.1</td>
<td>9 January 2018</td>
</tr>
<tr>
<td>8 Weighted YP Monthly Datasets</td>
<td>Para 4.6.1</td>
<td>April through November during PoP</td>
</tr>
<tr>
<td>YP 2017 Spring Propensity Deck</td>
<td>Para 4.7</td>
<td>24 October 2017</td>
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<td>YP 2017 Summer Propensity Deck</td>
<td>Para 4.7</td>
<td>End of PoP</td>
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<td>Monthly YP Executive Summaries (April through November)</td>
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<td>April through November during PoP</td>
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<td>YP 2017 Spring Module Brief</td>
<td>Para 4.8</td>
<td>15 December 2017</td>
</tr>
<tr>
<td>Regional &amp; State Level Analysis Brief</td>
<td>Para 4.9</td>
<td>End of PoP</td>
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<tr>
<td>YP 2017 Spring Tech Report</td>
<td>Para 4.10</td>
<td>15 November 2017</td>
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<td>YP 2017 Summer Annotated Questionnaire</td>
<td>Para 4.6.2</td>
<td>15 December 2017</td>
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<td>Paired Parent Questionnaire</td>
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<td>Paired Parent Dataset</td>
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<tr>
<td>Monthly Status Report</td>
<td>Para 4.12</td>
<td>Monthly during PoP by last workday of the month</td>
</tr>
</tbody>
</table>

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


(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) 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*

<table>
<thead>
<tr>
<th>Field Name in WAWF</th>
<th>Data to be entered in WAWF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pay Official DoDAAC</td>
<td>HQ0790</td>
</tr>
<tr>
<td>Issue By DoDAAC</td>
<td>H98210</td>
</tr>
<tr>
<td>Admin DoDAAC</td>
<td>H98210</td>
</tr>
<tr>
<td>Inspect By DoDAAC</td>
<td>HQ0140</td>
</tr>
<tr>
<td>Ship To Code</td>
<td></td>
</tr>
<tr>
<td>Ship From Code</td>
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<td>Mark For Code</td>
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<tr>
<td>Service Approver (DoDAAC)</td>
<td>HQ0140</td>
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<tr>
<td>Service Acceptor (DoDAAC)</td>
<td>HQ0140</td>
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<td>Accept at Other DoDAAC</td>
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<tr>
<td>LPO DoDAAC</td>
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<tr>
<td>DCAA Auditor DoDAAC</td>
<td></td>
</tr>
<tr>
<td>Other DoDAAC(s)</td>
<td></td>
</tr>
</tbody>
</table>

(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: [Redacted]

(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: ____________________________

(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
H9821071597

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:

8. TELEPHONE NUMBER (No Collect Calls)

9. ISSED BY CODE
H98210

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

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

12. DISCOUNT TERMS
[ ] 13a. THIS CONTRACT IS A
RATED ORDER UNDER DPAS (15 CFR 700)
[ ] 13b. RATING

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

14. METHOD OF SOLICITATION

15. DELIVER TO CODE
HQ0581

16. ADMINISTERED BY CODE

17a. CONTRACTOR/ OFFEROR CODE
360C2

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

17c. SEE ADDENDUM

18a. PAYMENT WILL BE MADE BY CODE
HQ0790

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)

27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1, 52.212-4, FAR 52.212-3, 52.212-6 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 TWO 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

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

30c. DATE SIGNED

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

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

31c. DATE SIGNED

STANDARD FORM 1449 (REV. 2/2012)
Prescribed by GSA - FAR (48 CFR) 53.212
<table>
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<th>QUANTITY</th>
<th>UNIT</th>
<th>UNIT PRICE</th>
<th>AMOUNT</th>
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</table>

SEE SCHEDULE

32a. QUANTITY IN COLUMN 21 HAS BEEN READ, INSPECTED, 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

34. VOUCHER NUMBER

35. AMOUNT VERIFIED:

36. PAYMENT

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 (Prov)

42b. RECEIVED AT (Location)

42c. DATE REC'D (YY/MM/DD)

42d. TOTAL CONTAINERS
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<td>Each</td>
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<td>$629,979.54</td>
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<td></td>
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<td></td>
</tr>
<tr>
<td></td>
<td>FOB: Destination</td>
<td></td>
<td></td>
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<td></td>
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ACCOUNTING AND APPROPRIATION DATA

AA: 012147 097 0100 000 N 20172017 D 7300 FY17_OPA_JAMRS
AMOUNT: $629,979.54
CIN H98210715970001: $629,979.54

INSPECTION AND ACCEPTANCE TERMS

Supplies/services will be inspected/accepted at:

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<tr>
<th>CLIN</th>
<th>INSPECT AT</th>
<th>INSPECT BY</th>
<th>ACCEPT AT</th>
<th>ACCEPT BY</th>
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<tbody>
<tr>
<td>2001</td>
<td>Destination</td>
<td>Government</td>
<td>Destination</td>
<td>Government</td>
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</table>

DELIVERY INFORMATION

<table>
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<tr>
<th>CLIN</th>
<th>DELIVERY DATE</th>
<th>QUANTITY</th>
<th>SHIP TO ADDRESS</th>
<th>DODAAC</th>
</tr>
</thead>
</table>

NET AMT $629,979.54
ADMINISTRATIVE INFORMATION

Contract Specialist:

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 results.

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

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Ref.</th>
<th>Delivery Date (on or about)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deliverable</td>
<td>Ref.</td>
<td>Delivery Date (on or about)</td>
</tr>
<tr>
<td>-------------------------------------------------</td>
<td>-------</td>
<td>---------------------------------------------------------</td>
</tr>
<tr>
<td>Kick-off meeting</td>
<td>Para 4.1</td>
<td>Within 1 week of award</td>
</tr>
<tr>
<td>Written summary of Kick-off meeting</td>
<td>Para 4.1</td>
<td>2 weeks following kick-off mtg</td>
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<tr>
<td>Segmentation System</td>
<td>Para 4.2</td>
<td>Deliverable schedule set during kick-off meeting</td>
</tr>
<tr>
<td>Coded Applicant and Accession Data</td>
<td>Para 4.3</td>
<td>15 April 2017</td>
</tr>
<tr>
<td>National Overview</td>
<td>Para 4.4</td>
<td>17 March 2018</td>
</tr>
<tr>
<td>Case Studies</td>
<td>Para 4.5</td>
<td>Throughout PoP (12 case studies in total)</td>
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<tr>
<td>Media Guide</td>
<td>Para 4.6</td>
<td>17 March 2018</td>
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<td>Marketing Guide</td>
<td>Para 4.7</td>
<td>17 March 2018</td>
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<td>Segmentation Ad-hoc requests</td>
<td>Para 4.8</td>
<td>Throughout PoP</td>
</tr>
<tr>
<td>Monthly Status Report</td>
<td>Para 4.9</td>
<td>Monthly during PoP</td>
</tr>
</tbody>
</table>

**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


(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.

<table>
<thead>
<tr>
<th>Field Name in WAWF</th>
<th>Data to be entered in WAWF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pay Official DoDAAC</td>
<td>HQ0790</td>
</tr>
<tr>
<td>Issue By DoDAAC</td>
<td>H98210</td>
</tr>
<tr>
<td>Admin DoDAAC</td>
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<tr>
<td>Inspect By DoDAAC</td>
<td>HQ0140</td>
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<tr>
<td>Ship To Code</td>
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<tr>
<td>Ship From Code</td>
<td></td>
</tr>
<tr>
<td>Mark For Code</td>
<td></td>
</tr>
<tr>
<td>Service Approver (DoDAAC)</td>
<td>HQ0140</td>
</tr>
<tr>
<td>Service Acceptor (DoDAAC)</td>
<td>HQ0140</td>
</tr>
<tr>
<td>Accept at Other DoDAAC</td>
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</tr>
<tr>
<td>LPO DoDAAC</td>
<td></td>
</tr>
<tr>
<td>DCAA Auditor DoDAAC</td>
<td></td>
</tr>
<tr>
<td>Other DoDAAC(s)</td>
<td></td>
</tr>
</tbody>
</table>

(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: [Blank]
COR: [Blank]
(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: 

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

(End of clause)
## AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT

### Item 2. Amendment/Modification No.
01

### Item 3. Effective Date
13-Sep-2017

### Item 4. Requisition/Purchase Req. No.
H982107619

### Item 5. Project No. (if applicable)

### Item 6. Issued By
Defense Human Resources Activity
400 Mark Center Drive
Alexandria, VA 22350-4000

### Item 7. Administered By (if other than Item 6)
See Item 6

### Item 8. Name and Address of Contractor (No., Street, County, State and Zip Code)
FORSCH GROUP LLC
780 North Quincy St
Arlington, VA 22201-5761

### Item 9. Amendment of Solicitation No.
9A. Amendment of Solicitation No.
9B. Dated (see Item 11)

### Item 10. Modification of Contract/Order No.
10A. Modification of Contract/Order No.
10B. Dated (see Item 13)

### Item 11. Effective Date
13-Sep-2017, 198210

### Item 12. Requisition/Purchase Req. No.
H98210-15-D-0001-0024

### Item 13. Requisition/Purchase Req. No.
H98210-15-D-0001-0024

### Item 14. Modification Control Number:
10

### Item 15. Description of Amendment/Modification
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.

### Item 16. Name and Title of Contracting Officer (Type or print)

### Item 17. Date Signed
13-Sep-2017

### Exception to SF 30
Approved by OIRM 11-84

STANDARD FORM 30 (Rev. 10-83)
Prepared by GSA
FAR (48 CFR) 53.243
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 010000 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)
SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS
OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, AND 30

10. THIS ACQUISITION IS [ ] UNRESTRICTED OR [X] 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 [ ] 8(A)

11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED [ ] SEE SCHEDULE
[ ] Net 30

12. DISCOUNT TERMS

13a. THIS CONTRACT IS A RATED ORDER UNDER OPAS (15 CFR 720)

13b. RATING

14. METHOD OF SOLICITATION

15. DELIVER TO CODE

16. ADMINISTERED BY CODE

SEE SCHEDULE

17a. CONTRACTOR/ OFFEROR CODE 360C2
FACILITY CODE 360C2

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

18a. PAYMENT WILL BE MADE BY
DFAS COLUMBUS CENTER
DAVDHRA - ACCOUNTS PAYABLE DIRECTORATE
PO BOX 183140
COLUMBUS OH 43218-3140

18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a. UNLESS BLOCK 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 Gov't. 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 52.212-5/8 ARE 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: SEE SCHEDULE

30a. SIGNATURE OF OFFEROR/CONTRACTOR

30b. NAME AND TITLE OF SIGNER

30c. DATE SIGNED
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<th>Quantity</th>
<th>Unit</th>
<th>Unit Price</th>
<th>Amount</th>
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</table>

**SEE SCHEDULE**

32a. Quantity in Column 21 has been received, inspected, and 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

34. Voucher Number

35. Amount verified correct for

36. Payment

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 (Print)

42b. Received at (Location)

42c. Date Rec’d (YY/MM/DD)

42d. Total Containers
### ACCOUNTING AND APPROPRIATION DATA

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### DELIVERY INFORMATION

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**ITEM NO 2001**

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<th>UNIT</th>
<th>UNIT PRICE</th>
<th>AMOUNT</th>
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<tbody>
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**ITEM NO 2002**

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**NET AMT**

- $1,535,893.42
- $7,965.60

**ESTIMATED COST**

- $7,965.60
- $7,965.60

**ACCOUNTING AND APPROPRIATION DATA**

- AA: 012147 097
- OPA 251
- Research
- AMOUNT: $1,535,893.42
- AMOUNT: $7,965.60
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<td>HQ0584</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>1919 SOUTH EADS STREET SUITE 100 ARLINGTON VA 22202</td>
<td></td>
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<td></td>
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<td></td>
<td>4800 MARK CENTER DRIVE, STE 06F25 ALEXANDRIA VA</td>
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<td></td>
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<td>FOB: Destination</td>
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**INSPECTION AND ACCEPTANCE TERMS**

Supplies/services will be inspected/accepted at:

<table>
<thead>
<tr>
<th>CLIN</th>
<th>INSPECT AT</th>
<th>INSPECT BY</th>
<th>ACCEPT AT</th>
<th>ACCEPT BY</th>
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<tr>
<td>2002</td>
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**ADMINISTRATIVE INFORMATION**

Contract Specialist: [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

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Ref.</th>
<th>Delivery Date (on or about)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kick-off meeting</td>
<td>Para 4.1</td>
<td>Within 1 week of award</td>
</tr>
<tr>
<td>Written summary of Kick-off meeting</td>
<td>Para 4.1</td>
<td>2 weeks following kick-off mtg</td>
</tr>
<tr>
<td>Onsite Ad Hoc Analyses</td>
<td>Para 4.2</td>
<td>Throughout the Period of Performance</td>
</tr>
<tr>
<td>Economic Forecast Data</td>
<td>Para 4.2.1</td>
<td>30 September 2017</td>
</tr>
<tr>
<td>Marketing Outreach Consultation</td>
<td>Para 4.3</td>
<td>Throughout the Period of Performance</td>
</tr>
<tr>
<td>Deliverable</td>
<td>Ref.</td>
<td>Delivery Date (on or about)</td>
</tr>
<tr>
<td>------------------------------------------------</td>
<td>-------</td>
<td>----------------------------------------------</td>
</tr>
<tr>
<td>Research Effort Consultation</td>
<td>Para 4.4</td>
<td>Throughout the Period of Performance</td>
</tr>
<tr>
<td>Briefing Creation</td>
<td>Para 4.5</td>
<td>Throughout the Period of Performance</td>
</tr>
<tr>
<td>State of the Recruit Market Assessment</td>
<td>Para 4.6</td>
<td>Conducted twice a year during the Period of Performance</td>
</tr>
<tr>
<td>DMREN Support</td>
<td>Para 4.7</td>
<td>Throughout the Period of Performance</td>
</tr>
<tr>
<td>Executive Notes</td>
<td>Para 4.8</td>
<td>Every 4 months throughout the Period of Performance</td>
</tr>
<tr>
<td>Annual Evaluation of JAMRS Market Research Program</td>
<td>Para 4.9</td>
<td>25 August 2017</td>
</tr>
<tr>
<td>Monthly Status Report</td>
<td>Para 4.10</td>
<td>Monthly during Period of Performance</td>
</tr>
</tbody>
</table>

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


(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.

<table>
<thead>
<tr>
<th>Inspection</th>
<th>Destination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acceptance</td>
<td>Destination</td>
</tr>
</tbody>
</table>

(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*

<table>
<thead>
<tr>
<th>Field Name in WAWF</th>
<th>Data to be entered in WAWF</th>
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</thead>
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<tr>
<td>Pay Official DoDAAC</td>
<td>HQ0790</td>
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<tr>
<td>Issue By DoDAAC</td>
<td>H98210</td>
</tr>
<tr>
<td>Admin DoDAAC</td>
<td>H98210</td>
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(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.

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<tr>
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<tr>
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<tr>
<td>Ship From Code</td>
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<td>Mark For Code</td>
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<td>Service Acceptor (DoDAAC)</td>
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<td>Accept at Other DoDAAC</td>
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<tr>
<td>LPO DoDAAC</td>
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<tr>
<td>DCAA Auditor DoDAAC</td>
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</tr>
<tr>
<td>Other DoDAAC(s)</td>
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(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.

<table>
<thead>
<tr>
<th>Contract Specialist:</th>
<th>[b][6]</th>
</tr>
</thead>
<tbody>
<tr>
<td>COR:</td>
<td></td>
</tr>
</tbody>
</table>

(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

**OFFER TO COMPLETE BLOCKS 12, 17, 23, 24, AND 30.**

### 1. REQUEST NUMBER
H98210-15-D-0001

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

### 3. AWARD EFFECTIVE DATE
25-Jun-2017

### 4. ORDER NUMBER
H9821017F0084

### 5. SOLICITATION NUMBER
H98210-15-D-0001

### 6. SOLICITATION ISSUE DATE
25-Jun-2017

### 7. FOR SOLICITATION INFORMATION CALL
- **NAME:** [REDACTED]
- **TELEPHONE NUMBER:** [REDACTED]
- **FAX:** [REDACTED]

### 8. ISSUED BY
- **CODE:** H98210
- **NAME:** DEFENSE HUMAN RESOURCES ACTIVITY
- **ADDRESS:** 4000 MARK CENTER DRIVE, ALEXANDRIA VA 22350-4000
- **TEL:** [REDACTED]
- **FAX:** [REDACTED]

### 10. THIS ACQUISITION IS
- **UNRESTRICTED**
- **SET ASIDE:** [REDACTED]

### 11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED

### 12. DISCOUNT TERMS
Net 30

### 14. METHOD OF SOLICITATION
- **RFQ**
- **IFB**
- **RFP

### 15. DELIVER TO
- **CODE:** HQ0684
- **NAME:** JOINT ADVERT MKT RES STUDIES (JAMRS)
- **ADDRESS:** 1699 SOUTH EADS STREET SUITE 100 ARLINGTON VA 22202
- **TELEPHONE NO.** [REDACTED]
- **FAX:** [REDACTED]

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

### 19. ITEM NO.

### 20. SCHEDULE OF SUPPLIES/ SERVICES

### 21. QUANTITY

### 22. UNIT

### 23. UNIT PRICE

### 24. AMOUNT

### 25. ACCOUNTING AND APPROPRIATION DATA

### 26. TOTAL AWARD AMOUNT (For Gov't 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 NOT ATTACHED

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

### 28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN 2 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. Proprietary Data - June 2017

### 30a. SIGNATURE OF OFFEROR/CONTRACTOR

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

### 30c. DATE SIGNED
21-Jun-2017

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

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

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

### 31c. DATE SIGNED
21-Jun-2017

**AUTHORIZED FOR LOCAL REPRODUCTION**
PREVIOUS EDITION IS NOT USABLE

---

**STANDARD FORM 1449 (REV. 2/2012)**
Prescribed by GSA - FAR (48 CFR) 53.212
### SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS (CONTINUED)

|--------------|-----------------------------------|--------------|----------|----------------|------------|

**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

34. VOUCHER NUMBER

36. AMOUNT VERIFIED CORRECT FOR

36. PAYMENT

- [ ] COMPLETE
- [ ] PARTIAL
- [ ] FINAL

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 (Print)

42b. RECEIVED AT (Location)

42c. DATE REC'D. (YYYY/MM/DD)

42d. TOTAL CONTAINERS
**ITEM NO**

<table>
<thead>
<tr>
<th>ITEM NO</th>
<th>SUPPLIES/SERVICES</th>
<th>QUANTITY</th>
<th>UNIT</th>
<th>UNIT PRICE</th>
<th>AMOUNT</th>
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<tbody>
<tr>
<td>2001</td>
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<td>180,403.04</td>
<td>Each</td>
<td>$1.00</td>
<td>$180,403.04</td>
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</table>

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Supplies/services will be inspected/accepted at:

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<tr>
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<th>ACCEPT BY</th>
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<tr>
<td>2001</td>
<td>Destination</td>
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</table>

**DELIVERY INFORMATION**

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<th>DELIVERY DATE TO ADDRESS</th>
<th>DODAAC / CAGE</th>
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</thead>
<tbody>
<tr>
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<td>POP 25-JUN-2017 TO 24-JUN-2018</td>
<td>JOINT ADVERT, MKT RES, STUDIES (JAMRS)</td>
</tr>
</tbody>
</table>

**NOTES**

- FOB: Destination
- CNR AA
- CIN: H98210723650001
- NET AMT: $180,403.04
- ACRN AA
- CIN: H98210723650001
- NET AMT: $180,403.04
- PURCHASE REQUEST NUMBER: H9821072365-0001
- DODAAC / CAGE: HQ0584
- 1919 SOUTH EADS STREET ARLINGTON VA 22202
- FOB: Destination
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 toplines, 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

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Ref.</th>
<th>Delivery Date (on or about)</th>
</tr>
</thead>
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<td>Within 2 weeks of award</td>
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<td>Written summary of Kick-off meeting</td>
<td>Para 4.1</td>
<td>Within 2 weeks of kick-off mtg</td>
</tr>
<tr>
<td>Survey Questions</td>
<td>Para 4.2</td>
<td>Monthly during PoP</td>
</tr>
<tr>
<td>Weighted Dataset</td>
<td>Para 4.3</td>
<td>Monthly during PoP</td>
</tr>
<tr>
<td>Result briefings</td>
<td>Para 4.4</td>
<td>Monthly during PoP</td>
</tr>
<tr>
<td>Monthly Status Report</td>
<td>Para 4.5</td>
<td>Monthly during PoP</td>
</tr>
</tbody>
</table>

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 WAF 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) WAF access. To access WAF, the Contractor shall--

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


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

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

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

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

Invoice

(2) Inspection/acceptance location. The Contractor shall select the following inspection/acceptance location(s) in WAF, 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 WAF when creating payment requests and receiving reports in the system.

Routing Data Table

<table>
<thead>
<tr>
<th>Field Name in WAF</th>
<th>Data to be entered in WAF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pay Official DoDAAC</td>
<td>HQ0790</td>
</tr>
<tr>
<td>Issue By DoDAAC</td>
<td>H98210</td>
</tr>
<tr>
<td>Admin DoDAAC</td>
<td>H98210</td>
</tr>
<tr>
<td>Inspect By DoDAAC</td>
<td>HQ0140</td>
</tr>
<tr>
<td>Ship To Code</td>
<td></td>
</tr>
<tr>
<td>Ship From Code</td>
<td></td>
</tr>
<tr>
<td>Mark For Code</td>
<td></td>
</tr>
<tr>
<td>Service Approver (DoDAAC)</td>
<td>HQ0140</td>
</tr>
<tr>
<td>Service Acceptor (DoDAAC)</td>
<td>HQ0140</td>
</tr>
<tr>
<td>Accept at Other DoDAAC</td>
<td></td>
</tr>
<tr>
<td>LPO DoDAAC</td>
<td></td>
</tr>
</tbody>
</table>
(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:

(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:

(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: H9821072366
2. CONTRACT NO.: H98210-15-D-0001
3. AWARD/DEFINITIVE DATE: 30-Jun-2017
4. ORDER NUMBER: H9821017F0056
5. SOLICITATION NUMBER: 
6. SOLICITATION ISSUE DATE: 
7. FOR SOLICITATION INFORMATION CALL: 
8. NAME: 
9. ISSUED BY: CODE: H98210
10. THIS ACQUISITION IS: [ ] UNRESTRICTED OR [X] SET ASIDE: 100% FOR: 
   [ ] WOOSB [ ] WOMEN-OWNED SMALL BUSINESS (WOSB) 
   [ ] SDOWSB [ ] SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS
   [ ] HUBZONE SMALL BUSINESS [ ] ELIGIBLE UNDER THE WOMEN-OWNED SMALL BUSINESS PROGRAM
   [ ] 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 (16 CFR 700) 
13b. RATING: 
14. METHOD OF SOLICITATION: [ ] RFQ [ ] IFB [ ] RFP
15. DELIVER TO: CODE: H00790
16. ADMINISTERED BY: CODE: 

SEE ITEM 9

17a. CONTRACT/PO NUMBER: 330C2
17b. TELEPHONE NO.: (601) 333-0000
17c. FACILITY CODE: 
18a. PAYMENT WILL BE MADE BY: 
18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a. UNLESS BLOCK Below is checked: [X] SEE ADDENDUM
19. ITEM NO.: 
20. SCHEDULE OF SUPPLIES/SERVICES: 

SEE SCHEDULE

21. QUANTITY: 
22. UNIT: 
23. UNIT PRICE: 
24. AMOUNT: 
25. ACCOUNTING AND APPROPRIATION DATA: See Schedule
26. TOTAL AWARD AMOUNT (For Govt. Use Only): $1,672,413.00

27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1, 52.212-4, 52.212-3, 52.212-6 ARE ATTACHED.
27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4, FAR 52.212-3 IS ATTACHED.

28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN 1 COPY 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: 

30a. SIGNATURE OF OFFEROR/CONTRACTOR: 
30b. NAME: 
30c. TITLE: 
31a. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER): 
31b. NAME OF CONTRACTING OFFICER (TYPE OR PRINT): 
31c. DATE SIGNED: 

AUTHORIZED FOR LOCAL REPRODUCTION
PREVIOUS EDITION IS NOT USABLE

STANDARD FORM 1449 (REV. 2/2012)
Prepared by GSA – FAR (48 CFR) 53.212
SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS
OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, AND 30

2. CONTRACT NO.

H62210-15-D-C0001

1. REQUESTION NUMBER

H98210/72366

3. AWARD/EFFECTIVE DATE

30-Jun-2017

4. ORDER NUMBER

H6221017FD686

7. FOR SOLICITATION INFORMATION CALL

a. NAME

DEFENSE HUMAN RESOURCES ACTIVITY
4800 MARK CENTER DRIVE
ALEXANDRIA VA 22350-4000

TEL:
FAX:

9. ISSUED BY

CODE H06210

10. THIS ACQUISITION IS

X SMALL BUSINESS
□ HUBZONE SMALL BUSINESS
□ SMALL BUSINESS (VOSB)
□ SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS
□ 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 DFAS (15 CFR 703)

[SEE SCHEDULE]

13b. RATING

□ RFO
□ IFB
□ RFP

14. METHOD OF SOLICITATION

□ SEE SCHEDULE

15. DELIVER TO

CODE H0009

16. ADMINISTERED BY

CODE H00790

17a. CONTRACTOR/COPIES TO ISSUING OFFICE

OFFEROR
FORS MARSH GROUP LLC
1012 N. CLEVE RD, STE 510
ARLINGTON VA 22201-5781

TELEPHONE NO. (b)(6)

18a. PAYMENT WILL BE MADE BY

CODE HQ0790

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

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

[SEE SCHEDULE]

20. SCHEDULE OF SUPPLIES/SERVICES

See Schedule

22. UNIT

23. UNIT PRICE

24. AMOUNT

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, 52.212-3, 52.212-5 ARE ATTACHED. ADDENDA ARE NOT ATTACHED

27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4. FAR 52.212-3, 52.212-5 IS ATTACHED. ADDENDA 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.

[SEE SCHEDULE]

29a. SIGNATURE OF OFFEROR/CONTRACTOR

[TYPE OR PRINT]

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

30b. NAME AND TITLE OF SIGNER

[TYPE OR PRINT]

31c. DATE SIGNED

30-Jun-2017

30c. DATE SIGNED

[TYPE OR PRINT]
### SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS (CONTINUED)

<table>
<thead>
<tr>
<th>ITEM NO.</th>
<th>SCHEDULE OF SUPPLIES/ SERVICES</th>
<th>QUANTITY</th>
<th>UNIT</th>
<th>UNIT PRICE</th>
<th>AMOUNT</th>
</tr>
</thead>
</table>

**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

**34.** VOUCHER NUMBER

**35.** AMOUNT VERIFIED CORRECT FOR

**36.** PAYMENT

- [ ] COMPLETE  
- [ ] PARTIAL  
- [ ] FINAL

**37.** CHECK NUMBER

---

**38a.** I CERTIFY THIS ACCOUNT IS CORRECT AND PROPER FOR PAYMENT

**38b.** SIGNATURE AND TITLE OF CERTIFYING OFFICER

**38c.** DATE

**42a.** RECEIVED BY (PRINT)

**42b.** RECEIVED AT (LOCATION)

**42c.** DATE REC'D (YY/MM/DD)

**42d.** TOTAL CONTAINERS

---

AUTHORIZED FOR LOCAL REPRODUCTION

PREVIOUS EDITION IS NOT USABLE

STANDARD FORM 1449 (REV. 2/2012) BACK

Prescribed by GSA – FAR (48 CFR) 53.212
### ITEM NO 2001
**SUPPLIES/SERVICES**
Survey Services and Market Research FFP
JAMRS FY17 Advertising Tracking Study Part 2 FOB: Destination
**PURCHASE REQUEST NUMBER:** H9821072366

<table>
<thead>
<tr>
<th>QUANTITY</th>
<th>UNIT</th>
<th>UNIT PRICE</th>
<th>AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,065,483</td>
<td>Each</td>
<td>$1.00</td>
<td>$1,065,483.00</td>
</tr>
</tbody>
</table>

**NET AMT**

$1,065,483.00

ACRN AA
CIN: H98210723660001

### ITEM NO 2002
**SUPPLIES/SERVICES**
Travel COST Not to Exceed FOB: Destination
**PURCHASE REQUEST NUMBER:** H9821072366

<table>
<thead>
<tr>
<th>QUANTITY</th>
<th>UNIT</th>
<th>UNIT PRICE</th>
<th>AMOUNT</th>
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</thead>
<tbody>
<tr>
<td>3</td>
<td>Unitless</td>
<td>$6,930.00</td>
<td>$6,930.00</td>
</tr>
</tbody>
</table>

**ESTIMATED COST**

$6,930.00

ACRN AA
CIN: H98210723660002

### INSPECTION AND ACCEPTANCE TERMS

Supplies/services will be inspected/accepted at:

<table>
<thead>
<tr>
<th>CLIN</th>
<th>INSPECT AT</th>
<th>INSPECT BY</th>
<th>ACCEPT AT</th>
<th>ACCEPT BY</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001</td>
<td>Destination</td>
<td>Government</td>
<td>Destination</td>
<td>Government</td>
</tr>
<tr>
<td>2002</td>
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<td>Government</td>
<td>Destination</td>
<td>Government</td>
</tr>
</tbody>
</table>
### DELIVERY INFORMATION

<table>
<thead>
<tr>
<th>CLIN</th>
<th>DELIVERY DATE</th>
<th>QUANTITY</th>
<th>SHIP TO ADDRESS</th>
<th>DODAAC / CAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001</td>
<td>POP 30-JUN-2017 TO 29-JUN-2018</td>
<td>N/A</td>
<td>JOINT ADVERT, MKT RES, STUDIES (JAMRS) TAYLOR POLING FAIRLEY 1919 SOUTH EADS STREET SUITE 100 ARLINGTON VA 22202 571-372-1930</td>
<td>HQ0584</td>
</tr>
<tr>
<td>2002</td>
<td>POP 30-JUN-2017 TO 29-JUN-2018</td>
<td>N/A</td>
<td>(SAME AS PREVIOUS LOCATION)</td>
<td>HQ0584</td>
</tr>
</tbody>
</table>

### ACCOUNTING AND APPROPRIATION DATA

AA: 012147 097 0100 000 N 20172017 D 7300 FY17 OPA_JAMRS
AMOUNT: $1,072,413.00

<table>
<thead>
<tr>
<th>ACRN</th>
<th>CLIN/SLIN</th>
<th>CIN</th>
<th>AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>AA</td>
<td>2001</td>
<td>H98210723660001</td>
<td>$1,065,483.00</td>
</tr>
<tr>
<td></td>
<td>2002</td>
<td>H98210723660002</td>
<td>$6,930.00</td>
</tr>
</tbody>
</table>

AMOUNT: $1,072,413.00
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 (R202) 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 R202 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

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Ref.</th>
<th>Delivery Date (on or about)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kick-off meeting</td>
<td>Para 4.1</td>
<td>Within 5 business days of award date</td>
</tr>
<tr>
<td>Written summary of Kick-off meeting</td>
<td>Para 4.1</td>
<td>Two weeks after kick-off meeting</td>
</tr>
</tbody>
</table>
### 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.
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).

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

Invoice 2 n 1

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Acceptance: Destination

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</tr>
<tr>
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<td>H98210</td>
</tr>
<tr>
<td>Admin DoDAAC</td>
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<tr>
<td>Inspect By DoDAAC</td>
<td>HQ0140</td>
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<td>Ship To Code</td>
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<tr>
<td>Ship From Code</td>
<td></td>
</tr>
<tr>
<td>Mark For Code</td>
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</tr>
<tr>
<td>Service Approver (DoDAAC)</td>
<td>HQ0140</td>
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<tr>
<td>Service Acceptor (DoDAAC)</td>
<td>HQ0140</td>
</tr>
<tr>
<td>Accept at Other DoDAAC</td>
<td></td>
</tr>
<tr>
<td>LPO DoDAAC</td>
<td></td>
</tr>
<tr>
<td>DCAA Auditor DoDAAC</td>
<td></td>
</tr>
<tr>
<td>Other DoDAAC(s)</td>
<td></td>
</tr>
</tbody>
</table>

(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.

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Contract Specialist: [b][c]
COR: [b][c]

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

WAWF POC: [b][c]
(2) For technical WAWF help, contact the WAWF helpdesk at 866-618-5988.

(End of clause)
<table>
<thead>
<tr>
<th>Block 11: Delivery for FOB Destination</th>
<th>Block 12: Discount Terms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delivery unless block is marked</td>
<td>Net 30</td>
</tr>
</tbody>
</table>

**Block 13a:** This contract is a rated order under DPAS (16 CFR 700) |

**Block 13b:** Rating:
- RFQ
- IFB
- RFP

**Block 25:** Accounting and Appropriation Data
- See Schedule
- Total Award Amount (For Gov't Use Only): $835,276.80

**Block 27a:** Solicitation incorporates by reference FAR 52.212-1, 52.212-4, FAR 52.212-3, 52.212-5 are attached.

**Block 27b:** Contract/Purchase Order incorporates by reference FAR 52.212-4, FAR 52.212-5 is attached.

**Block 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.

**Block 30a:** Signature of Offeror/Contractor
- (Signature of Contracting Officer)

**Block 30b:** Name and Title of Signer
- (Type or Print)

**Block 30c:** Date Signed
- (Type or Print) 24-Jul-2017
SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS
OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, AND 30

1. REQUISITION NUMBER

2. CONTRACT NO.

3. AWARD/EFFECTIVE DATE

4. ORDER NUMBER

5. SOLICITATION NUMBER

6. SOLICITATION ISSUE DATE

7. FOR SOLICITATION INFORMATION CALL:

8. TELEPHONE NUMBER

9. ISSUED BY

10. THIS ACQUISITION IS

11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED

12. DISCOUNT TERMS

13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 750)

13b. RATING

14. METHOD OF SOLICITATION

15. DELIVER TO

16. ADMINISTERED BY

17a. CONTRACTOR CODE OFFEROR

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

18a. PAYMENT WILL BE MADE BY

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

19. ITEM NO.

20. SCHEDULE OF SUPPLIES/ SERVICES

21. QUANTITY

22. UNIT

23. UNIT PRICE

24. AMOUNT

25. ACCOUNTING AND APPROPRIATION DATA

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

27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1, 52.212-4, FAR 52.212-3, 52.212-5 ARE ATTACHED

27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4, FAR 52.212-5 IS 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

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

30b. DATE SIGNED

(TYPE OR PRINT)

31. COPY OF CONTRACT OFFER

31a. ADDENDA ARE ATTACHED

31b. ADDENDA ARE NOT ATTACHED

31c. DD - DATE

31d. SETSIGNED

(TYPE OR PRINT)

(STANDARD FORM 1449 (REV. 2/2012)
Prescribed by GSA - FAR (48 CFR) 53.212)
### Solicitation/Contract/Order for Commercial Items (Continued)

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<tr>
<th>Item No.</th>
<th>Schedule of Supplies/Services</th>
<th>Quantity</th>
<th>Unit</th>
<th>Unit Price</th>
<th>Amount</th>
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</thead>
</table>

**See Schedule**

32a. Quantity in Column 21 has been 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. Email of Authorized Government Representative

33. Ship Number

34. Voucher Number

35. Amount Verified Correct For

36. Payment

37. Check Number

38. SIR Account Number

39. SIR 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 (Print)

42b. Received At (Location)

42c. Date Rec’d (YY/MM/DD)

42d. Total Containers

Authorized for Local Reproduction
Previous Edition Is Not Usable

Standard Form 1449 (Rev. 2/2012) Back
Prescribed by GSA—FAR (48 CFR 53.212)
### INSPECTION AND ACCEPTANCE TERMS

Supplies/services will be inspected/accepted at:

<table>
<thead>
<tr>
<th>CLIN</th>
<th>INSPECT AT</th>
<th>INSPECT BY</th>
<th>ACCEPT AT</th>
<th>ACCEPT BY</th>
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<td>Government</td>
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### DELIVERY INFORMATION

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<th>DODAAC / CAGE</th>
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</thead>
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<td>JOINT ADVERT, MKT RES, STUDIES (JAMRS) 1919 SOUTH EADS STREET SUITE 100 ARlington VA 22202</td>
<td>HQ0584</td>
</tr>
<tr>
<td>ACRN</td>
<td>CLIN/SLIN</td>
<td>CIN</td>
<td>AMOUNT</td>
<td></td>
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<td>H98210726050001</td>
<td>$835,276.80</td>
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</tr>
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</table>
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 (OUSD P&R) Research Regulatory Oversight Office (R202) 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 R202 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

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Ref.</th>
<th>Delivery Date (on or about)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kick-off meeting</td>
<td>Para 4.1</td>
<td>Within 7 days of award</td>
</tr>
<tr>
<td>IRB documents</td>
<td>Para 4.2</td>
<td>Within 6 weeks of award</td>
</tr>
<tr>
<td>Instructions on survey administration</td>
<td>Para 4.4</td>
<td>Within 2 weeks of award</td>
</tr>
<tr>
<td>Deliver printed survey to MEPS and Recruiting Stations</td>
<td>Para 4.5</td>
<td>Prior to fielding start date</td>
</tr>
<tr>
<td>Monthly Datasets</td>
<td>Para 4.9</td>
<td>Monthly during PoP once data collection begins</td>
</tr>
<tr>
<td>Module Datasets</td>
<td>Para 4.9.1</td>
<td>Within 30 days following end of data collection</td>
</tr>
<tr>
<td>Annotated Questionnaires</td>
<td>Para 4.10</td>
<td>One month after fielding is complete</td>
</tr>
<tr>
<td>Deliverable</td>
<td>Ref.</td>
<td>Delivery Date (on or about)</td>
</tr>
<tr>
<td>-------------------------------------------------</td>
<td>--------------</td>
<td>-----------------------------------------------------------------------</td>
</tr>
<tr>
<td>Monthly standard reports</td>
<td>Para 4.11</td>
<td>Monthly during PoP once data collection begins</td>
</tr>
<tr>
<td>Updates to segmentation portal</td>
<td>Para 4.12</td>
<td>As needed throughout PoP</td>
</tr>
<tr>
<td>Formatted Surveys for next wave of data collection</td>
<td>Para 4.13</td>
<td>Prior to End of PoP</td>
</tr>
<tr>
<td>Monthly Reports</td>
<td>Para 4.14</td>
<td>Monthly during PoP once data collection begins</td>
</tr>
<tr>
<td>Topline Reports</td>
<td>Para 4.15</td>
<td>Prior to End of PoP</td>
</tr>
<tr>
<td>Active Duty Briefing Deck</td>
<td>Para 4.16</td>
<td>Prior to End of PoP</td>
</tr>
<tr>
<td>Reserve/Guard Briefing Deck</td>
<td>Para 4.17</td>
<td>Prior to End of PoP</td>
</tr>
<tr>
<td>Technical Report</td>
<td>Para 4.18</td>
<td>Prior to End of PoP</td>
</tr>
<tr>
<td>Monthly Status Report</td>
<td>Para 4.19</td>
<td>Monthly during PoP</td>
</tr>
</tbody>
</table>

**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


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

<table>
<thead>
<tr>
<th>Inspection</th>
<th>Destination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acceptance</td>
<td>Destination</td>
</tr>
</tbody>
</table>

(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

<table>
<thead>
<tr>
<th>Field Name in WAWF</th>
<th>Data to be entered in WAWF</th>
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<tbody>
<tr>
<td>Pay Official DoDAAC</td>
<td>HQ0790</td>
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<tr>
<td>Issue By DoDAAC</td>
<td>H98210</td>
</tr>
<tr>
<td>Admin DoDAAC</td>
<td>H98210</td>
</tr>
<tr>
<td>Inspect By DoDAAC</td>
<td></td>
</tr>
<tr>
<td>Ship To Code</td>
<td></td>
</tr>
<tr>
<td>Ship From Code</td>
<td></td>
</tr>
<tr>
<td>Mark For Code</td>
<td></td>
</tr>
<tr>
<td>Service Approver (DoDAAC)</td>
<td>HQ0584</td>
</tr>
<tr>
<td>Service Acceptor (DoDAAC)</td>
<td>HQ0584</td>
</tr>
</tbody>
</table>
(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: 

(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: 

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

(End of clause)
SOLICITATION / CONTRACT / ORDER FOR COMMERCIAL ITEMS

1. REQUISITION NUMBER
H9821072721

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

3. AWARD/EFFECTIVE DATE
25 Jul 2017

4. ORDER NUMBER
H9821017F0096

5. SOLICITATION NUMBER

6. SOLICITATION ISSUE DATE

7. FOR SOLICITATION INFORMATION CALL:

8. OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, AND 30

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

TEL:

FAX:

10. THIS ACQUISITION IS
UNRESTRICTED OR

11. REQUISITION NUMBER
H9821072721 PAGE 1 OF 11

12. DISCOUNT TERMS
Net 30

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

13b. RATING

14. METHOD OF SOLICITATION
RFQ
IFB
RFP

15. DELIVER TO

16. ADMINISTERED BY

17a. CONTRACTOR/ OFFEROR
HHS MARSH GROUP, INC

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

18a. PAYMENT WILL BE MADE BY
DFAS COLUMBUS CENTER

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

19. ITEM NO.

20. SCHEDULE OF SUPPLIES/ SERVICES

21. QUANTITY

22. UNIT

23. UNIT PRICE

24. AMOUNT

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, 52.212-6 ARE ATTACHED.

27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4, FAR 52.212-3 IS 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: REFER OFFER DATED.

30a. SIGNATURE OF OFFEROR/CONTRACTOR

30b. NAME AND TITLE OF SIGNER

30c. DATE SIGNED

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

31b. NAME OF CONTRACTING OFFICER

31c. DATE SIGNED

AUTHORIZED FOR LOCAL REPRODUCTION
PREVIOUS EDITION IS NOT USABLE

STANDARD FORM 1449 (REV. 2/2012)
Prepared by GSA – FAR (48 CFR) 53-212
<table>
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</table>

**Quantity**

**Unit**

**Unit Price**

**Amount**

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

34. Voucher Number

35. Amount Verified Correct For

36. Payment

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 (Print)

42b. Received at (Location)

42c. Date Rec'd (YY/MM/DD)

42d. Total Containers
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<td>FY18 Youth Poll - Fall</td>
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</table>

**INSPECTION AND ACCEPTANCE TERMS**

Supplies/services will be inspected/accepted at:

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<thead>
<tr>
<th>CLIN</th>
<th>INSPECT AT</th>
<th>INSPECT BY</th>
<th>ACCEPT AT</th>
<th>ACCEPT BY</th>
</tr>
</thead>
<tbody>
<tr>
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<td>Destination</td>
<td>Government</td>
<td>Destination</td>
<td>Government</td>
</tr>
</tbody>
</table>

**DELIVERY INFORMATION**

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<th>DELIVERY DATE</th>
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<th>SHIP TO ADDRESS</th>
<th>DODAAC/ CAGE</th>
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</thead>
<tbody>
<tr>
<td>2001</td>
<td>POP 25-JUL-2017 TO 24-JUL-2018</td>
<td>N/A</td>
<td>JOINT ADVERT, MKT RES. STUDIES (JAMRS)</td>
<td>HQ0584</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><a href="e">b</a> 1919 SOUTH EADS STREET SUITE 100</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><a href="e">b</a> ARLINGTON VA 22202</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
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<td>FOB: Destination</td>
<td></td>
</tr>
</tbody>
</table>
ACCOUNTING AND APPROPRIATION DATA

AA: 012147 097 0100 000 N 20172017 D 7300 FY17_OPA_JAMRS
AMOUNT: $1,010,600.00

ACRN  CLIN/SLIN  CIN  AMOUNT
AA    2001    H98210727210001    $1,010,600.00
ADMINISTRATIVE INFORMATION

Contract Specialist: [Redacted]

[Redacted]
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 (OUSD P&R) Research Regulatory Oversight Office (R202) 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 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 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.

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.

4.5.2.5 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.

4.5.2.6 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

<table>
<thead>
<tr>
<th>Study Wave</th>
<th>Data Collection (when new sample is released; allow 2 months after last date to end fielding window)</th>
<th>Module Weighted Data</th>
<th>Annotated Questionnaire</th>
<th>Propensity Briefing Deck</th>
<th>Module Briefing Deck</th>
</tr>
</thead>
<tbody>
<tr>
<td>YP38</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>March 2018</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Ref.</th>
<th>Delivery Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kick-off meeting</td>
<td>Para 4.1</td>
<td>Within 1 week of award date</td>
</tr>
<tr>
<td>Written summary of Kick-off meeting</td>
<td>Para 4.1</td>
<td>Within 1 week of kick-off mtg.</td>
</tr>
<tr>
<td>YP 2018 Spring Questionnaires</td>
<td>Para 4.2</td>
<td>20 November 2017</td>
</tr>
<tr>
<td>YP 2018 Spring Mailing Materials</td>
<td>Para 4.3</td>
<td>14 December 2017</td>
</tr>
<tr>
<td>Submit materials for Government R202 Review</td>
<td>Para 4.4</td>
<td>At least 2 weeks prior to printing</td>
</tr>
<tr>
<td>Weighted YP Fall 2017 Dataset</td>
<td>Para 4.6.1</td>
<td>21 March 2018</td>
</tr>
<tr>
<td>Weighted YP Spring 2018 Dataset</td>
<td>Para 4.6.1</td>
<td>21 August 2018</td>
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<tr>
<td>4 Weighted YP Monthly Datasets</td>
<td>Para 4.6.1</td>
<td>December through March of PoP</td>
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<tr>
<td>Fall 2016 Annotated Questionnaire</td>
<td>Para 4.6.2</td>
<td>6 April 2018</td>
</tr>
<tr>
<td>Spring 2018 Annotated Questionnaire</td>
<td>Para 4.6.2</td>
<td>7 August 2018</td>
</tr>
<tr>
<td>YP 2017 Fall Propensity Deck</td>
<td>Para 4.7</td>
<td>4 May 2018</td>
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<tr>
<td>Monthly YP Executive Summaries (December through March)</td>
<td>Para 4.7</td>
<td>December through March during PoP</td>
</tr>
<tr>
<td>YP 2017 Summer Module Brief</td>
<td>Para 4.8</td>
<td>7 March 2018</td>
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<tr>
<td>YP 2017 Fall Module Brief</td>
<td>Para 4.8</td>
<td>10 July 2018</td>
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<tr>
<td>Calendar Year 2017 dataset</td>
<td>Para 4.9</td>
<td>End of PoP</td>
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<tr>
<td>YP 2017 Summer Tech Report</td>
<td>Para 4.10</td>
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<tr>
<td>YP 2017 Fall Tech Report</td>
<td>Para 4.10</td>
<td>10 July 2018</td>
</tr>
<tr>
<td>Annual Coverage Report</td>
<td>Para 4.11</td>
<td>10 July 2018</td>
</tr>
</tbody>
</table>
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


(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/.

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Ref.</th>
<th>Delivery Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paired Parent Brief</td>
<td>Para 4.12</td>
<td>30 May 2018</td>
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<tr>
<td>Internal Briefing on experiment</td>
<td>Para 4.13.1</td>
<td>1 May 2018</td>
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<tr>
<td>Executive summary report on experiment</td>
<td>Para 4.13.2</td>
<td>1 May 2018</td>
</tr>
<tr>
<td>Executive Notes</td>
<td>Para 4.14</td>
<td>Prior to end of PoP</td>
</tr>
<tr>
<td>Monthly Status Report</td>
<td>Para 4.15</td>
<td>Monthly during PoP by last workday of the month</td>
</tr>
</tbody>
</table>
(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

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

<table>
<thead>
<tr>
<th>Inspection:</th>
<th>Destination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acceptance:</td>
<td>Destination</td>
</tr>
</tbody>
</table>

(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*

<table>
<thead>
<tr>
<th>Field Name in WAWF</th>
<th>Data to be entered in WAWF</th>
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<tbody>
<tr>
<td>Pay Official DoDAAC</td>
<td>HQ0790</td>
</tr>
<tr>
<td>Issue By DoDAAC</td>
<td>H98210</td>
</tr>
<tr>
<td>Admin DoDAAC</td>
<td>H98210</td>
</tr>
<tr>
<td>Inspect By DoDAAC</td>
<td></td>
</tr>
<tr>
<td>Ship To Code</td>
<td></td>
</tr>
<tr>
<td>Ship From Code</td>
<td></td>
</tr>
<tr>
<td>Mark For Code</td>
<td></td>
</tr>
<tr>
<td>Service Approver (DoDAAC)</td>
<td>HQ0584</td>
</tr>
<tr>
<td>Service Acceptor (DoDAAC)</td>
<td>HQ0584</td>
</tr>
<tr>
<td>Accept at Other DoDAAC</td>
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<tr>
<td>LPO DoDAAC</td>
<td></td>
</tr>
<tr>
<td>DCAA Auditor DoDAAC</td>
<td></td>
</tr>
<tr>
<td>Other DoDAAC(s)</td>
<td></td>
</tr>
</tbody>
</table>

(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: [Redacted]

COR: [Redacted]
(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: (6)(8)

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

(End of clause)
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<thead>
<tr>
<th>SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS</th>
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<tr>
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</tr>
<tr>
<td>2. CONTRACT NO.: H98210-15-D-0001</td>
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<td>3. AWARD/EFFECTIVE DATE: 08 Sep-2017</td>
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<td>4. ORDER NUMBER: H98210770122</td>
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<td>5. SOLICITATION NUMBER: H98210</td>
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<tr>
<td>6. SOLICITATION ISSUE DATE:</td>
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<tr>
<td>7. FOR SOLICITATION INFORMATION CALL:</td>
</tr>
<tr>
<td>a. NAME</td>
</tr>
<tr>
<td>8. OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, AND 30</td>
</tr>
<tr>
<td>9. ISSUED BY CODE: H98210</td>
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<tr>
<td>a. NAME: DEFENSE HUMAN RESOURCES ACTIVITY</td>
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<td>10. REQUISITION NUMBER: H9821073170</td>
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<tr>
<td>11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED</td>
</tr>
<tr>
<td>SEE SCHEDULE</td>
</tr>
<tr>
<td>12. DISCOUNT TERMS: Net 30</td>
</tr>
<tr>
<td>13a. THIS CONTRACT IS A RATED ORDER UNDER DFAS (15 CFR 700)</td>
</tr>
<tr>
<td>13b. RATING</td>
</tr>
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<td>14. METHOD OF SOLICITATION: RFQ</td>
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<td>15. DELIVER TO CODE: HQ0790</td>
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<td>16. ADMINISTERED BY CODE:</td>
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<tr>
<td>17a. CONTRACTOR/OFFEROR CODE: 360C2</td>
</tr>
<tr>
<td>17b. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER</td>
</tr>
<tr>
<td>18a. PAYMENT WILL BE MADE BY</td>
</tr>
<tr>
<td>18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a. UNLESS BLOCK BELOW IS CHECKED</td>
</tr>
<tr>
<td>SEE SCHEDULE</td>
</tr>
<tr>
<td>25. ACCOUNTING AND APPROPRIATION DATA</td>
</tr>
<tr>
<td>26. TOTAL AWARD AMOUNT (For Govt. Use Only): $489,912.00</td>
</tr>
<tr>
<td>27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1, 52.212-4, 52.212-3, 52.212-6 ARE ATTACHED. ADDENDA ARE NOT ATTACHED</td>
</tr>
<tr>
<td>27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4, 52.212-3 IS ATTACHED. ADDENDA ARE NOT ATTACHED</td>
</tr>
<tr>
<td>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.</td>
</tr>
<tr>
<td>29. AWARD OF CONTRACT: REF: Proposal dated 5-5-17</td>
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<tr>
<td>30a. SIGNATURE OF OFFEROR/CONTRACTOR</td>
</tr>
<tr>
<td>30b. NAME AND TITLE OF SIGNER</td>
</tr>
<tr>
<td>30c. DATE SIGNED</td>
</tr>
<tr>
<td>31a. UNITED STATES OF AMERICA</td>
</tr>
<tr>
<td>31b. NAME OF CONTRACTING OFFICER</td>
</tr>
<tr>
<td>31c. DATE SIGNED: 11-Aug-2017</td>
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STANDARD FORM 1449 (REV. 2/2012) Prescribed by GSA - FAR (48 CFR) 53.212
## SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS

(Continued)

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<td>QUANTITY</td>
<td>UNIT</td>
<td>UNIT PRICE</td>
<td>AMOUNT</td>
</tr>
</tbody>
</table>

**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

34. VOUCHER NUMBER

35. AMOUNT VERIFIED CORRECT FOR

36. PAYMENT

- [ ] COMPLETE
- [ ] PARTIAL
- [ ] 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 (Print)

42b. RECEIVED AT (Location)

42c. DATE REC'D (YY-MM-DD)

42d. TOTAL CONTAINERS

---

AUTHORIZED FOR LOCAL REPRODUCTION

PREVIOUS EDITION IS NOT USEABLE

STANDARD FORM 1449 (REV. 2/2012) BACK

Prescribed by GSA – FAR (48 CFR) 53.212
<table>
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<th>UNIT</th>
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<th>AMOUNT</th>
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<tbody>
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| ACRN AA  | $479,832.00 |
| CIN: H98210731700001 |

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| ESTIMATED COST | $10,080.00 |
| ACRN AA  | $10,080.00 |
| CIN: H98210731700002 |

**INSPECTION AND ACCEPTANCE TERMS**

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<thead>
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<th>INSPECT AT</th>
<th>INSPECT BY</th>
<th>ACCEPT AT</th>
<th>ACCEPT BY</th>
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<td>Government</td>
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<td>Destination</td>
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**DELIVERY INFORMATION**
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<tr>
<th>CLIN</th>
<th>DELIVERY DATE</th>
<th>QUANTITY</th>
<th>SHIP TO ADDRESS</th>
<th>DODAAC / CAGE</th>
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<tbody>
<tr>
<td>2001</td>
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<td>N/A</td>
<td>JOINT ADVERT, MKT RES, STUDIES (JAMRS) (b)(6) 1919 SOUTH AVE STREET SUITE 100 ARLINGTON, VA 22202</td>
<td>HQ0584</td>
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<tr>
<td>2002</td>
<td>POP 08-SEP-2017 TO 07-SEP-2018</td>
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**ACCOUNTING AND APPROPRIATION DATA**

AA: 012147 097 0100 000 N 20172017 D 7300 FY17_OPA_JAMRS Research OPA 251

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<thead>
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<th>ACRN</th>
<th>CLIN/SLIN</th>
<th>CIN</th>
<th>AMOUNT</th>
</tr>
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<tbody>
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<td>2001</td>
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<td></td>
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<td>H98210731700002</td>
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ADMINISTRATIVE INFORMATION

Contract Specialist:
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 recommendations 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

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Ref.</th>
<th>Delivery Date (on or about)</th>
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</thead>
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<td>Within 1 week of award</td>
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<td>Delivery Date (on or about)</td>
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<td>Written summary of Kick-off meeting</td>
<td>Para 4.1</td>
<td>Within 1 week of meeting</td>
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<td>Cognitive Interview Report</td>
<td>Para 4.2.1</td>
<td>Within 8 months of kick-off</td>
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<td>Executive Note 1</td>
<td>Para 4.3.2</td>
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<td>Focus Group Recordings</td>
<td>Para 4.3.3</td>
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<td>Prior to end of PoP</td>
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<tr>
<td>Experimental Eval Briefing</td>
<td>Para 4.4.2</td>
<td>Prior to end of PoP</td>
</tr>
<tr>
<td>Monthly Status Meeting</td>
<td>Para 4.5</td>
<td>Monthly during PoP</td>
</tr>
</tbody>
</table>

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

(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.beb.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*

<table>
<thead>
<tr>
<th>Field Name in WAWF</th>
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<td>Other DoDAAC(s)</td>
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(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: [Redacted]
COR: [Redacted]

(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: [Redacted]

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

(End of clause)
SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS

1. REQUISITION NUMBER
H98210237094-0001

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. OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, AND 30

9. ISSUED BY
DEFENSE HUMAN RESOURCES ACTIVITY
2802 MARK CENTER DRIVE,
Alexandria, VA 22302-4000

TEL:
FAX:

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

- SMALL BUSINESS
- WOMEN-OWNED BUSINESS (WOSB)
- HUBZONE SMALL BUSINESS
- SERVICE DISABLED VETERAN-OWNED SMALL BUSINESS
- 8(a)

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

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

12. DISCOUNT TERMS
Net 30

13a. THIS CONTRACT IS A RATED ORDER UNDER OPAS (15 CFR 720)
X SEE ADDENDUM

13b. RATING

14. METHOD OF SOLICITATION

15. DELIVER TO

16. ADMINISTERED BY

17a. CONTRACTOR/ OFFEROR

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

18a. PAYMENT WILL BE MADE BY

18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a, UNLESS BLOCK BELOW IS CHECKED
X 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)

$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 NOT ATTACHED

27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4, FAR 52.212-5 IS ATTACHED.
ADDENDA 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: 16 AUG 2017

30a. SIGNATURE OF OFFEROR/CONTRACTOR

30b. NAME AND TITLE OF SIGNER

30c. DATE SIGNED

31a. DATE SIGNED

STANDARD FORM 1449 (REV. 2/2012)
Prescribed by GSA – FAR (48 CFR) 53.212
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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
34. VOUCHER NUMBER
35. AMOUNT VERIFIED
   - [ ] CORRECT
   - [ ] FOR
36. PAYMENT
   - [ ] COMPLETE
   - [ ] PARTIAL
   - [ ] 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 (Print):
42b. RECEIVED AT (Location):
42c. DATE REC'D (YY/MM/DD)
42d. TOTAL CONTAINERS
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**TOTAL NET AMT**: $402,305.04

ACRN AA

CIN: H98210733040001

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**ESTIMATED COST**: $4,269.33

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ACCOUNTING AND APPROPRIATION DATA

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<td></td>
<td>2002</td>
<td>H98210733040002</td>
<td>$4,269.33</td>
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ADMINISTRATIVE INFORMATION

Contract Specialist:
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 reenlist
- 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 propensity 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

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<thead>
<tr>
<th>Deliverable</th>
<th>Ref.</th>
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</tr>
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<tbody>
<tr>
<td>Written summary of Kick-off meeting</td>
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<td>Two weeks after kick-off</td>
</tr>
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<td>Survey</td>
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<td>Technical Report</td>
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<td>Weighted Dataset</td>
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<td>Topline Report</td>
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<td>Enlisted Results briefing and Executive Note</td>
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<td>Officer Results briefing and Executive Note</td>
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<td>End of PoP</td>
</tr>
<tr>
<td>In-Depth Interview Executive Note</td>
<td>4.10</td>
<td>End of PoP</td>
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<tr>
<td>MONTHLY STATUS REPORT</td>
<td>Para 4.11</td>
<td>Monthly during PoP</td>
</tr>
</tbody>
</table>

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 the 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--

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<table>
<thead>
<tr>
<th>Inspection:</th>
<th>Destination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acceptance:</td>
<td>Destination</td>
</tr>
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</table>

(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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<th>Data to be entered in WAWF</th>
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<td>Pay Official DoDAAC</td>
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<tr>
<td>Ship To Code</td>
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<tr>
<td>Service Approver (DoDAAC)</td>
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<td>Service Acceptor (DoDAAC)</td>
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<td>Accept at Other DoDAAC</td>
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<tr>
<td>LPO DoDAAC</td>
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<td>DCAA Auditor DoDAAC</td>
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</tr>
<tr>
<td>Other DoDAAC(s)</td>
<td></td>
</tr>
</tbody>
</table>

(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) WAFF email notification. The Contractor shall enter the email address identified below in the “Send Additional Email Notifications” field of WAFF once a document is submitted in the system.

| Contract Specialist: | [redacted] |
| COR:                |            |

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

| WAFF POC: | [redacted] |

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

(End of clause)
SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS
OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, AND 30

11. REQUISITION NUMBER
H9821073333 PAGE 1 OF 10

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

12. DISCOUNT TERMS
Net 30

7. FOR SOLICITATION INFORMATION CALL:
a. NAME
DEFENSE HUMAN RESOURCES ACTIVITY
4920 MARK CENTER DRIVE,
ALEXANDRIA VA 22330-4000

14. ORDER NUMBER
6. SOLICITATION NUMBER
5. SOLICITATION ISSUE DATE
H982107F0136

13.b. RATING
X UNRESTRICTED OR
SET ASIDE: __________

10. THIS ACQUISITION IS
SMALL BUSINESS

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.

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

19. ITEM NO.
20. SCHEDULE OF SUPPLIES/ SERVICES

25. ACCOUNTING AND APPROPRIATION DATA
See Schedule

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

51a. UNITED STATES OF AMERICA
(SIGNATURE OF CONTRACTING OFFICER)

53c. DATE SIGNED
31- Aug - 2017

30a. SIGNATURE OF OFFEROR/CONTRACTOR

30b. NAME AND TITLE OF SIGNER

30c. DATE SIGNED

STANDARD FORM 1449 (REV. 2/2012)

AUTHORIZED FOR LOCAL REPRODUCTION
PREVIOUS EDITION IS NOT USABLE

 Prescribed by GSA - FAR (48 CFR) 53.212
<table>
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<th>QUANTITY</th>
<th>UNIT</th>
<th>UNIT PRICE</th>
<th>AMOUNT</th>
</tr>
</thead>
</table>

**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

34. VOUCHER NUMBER

35. AMOUNT VERIFIED

36. PAYMENT

[ ] COMPLETE  [ ] PARTIAL  [ ] FINAL

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 (PRINT)

42b. RECEIVED AT (LOCATION)

42c. DATE REC'D (YY/MM/DD)

42d. TOTAL CONTAINERS
### Section SF 1449 - CONTINUATION SHEET

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<thead>
<tr>
<th>ITEM NO</th>
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**EXERCISED OPTION**

- **FOB**: Destination
- **PURCHASE REQUEST NUMBER**: H9821073333

**INSPECTION AND ACCEPTANCE TERMS**

Supplies/services will be inspected/accepted at:

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<thead>
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<th>INSPECT BY</th>
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**DELIVERY INFORMATION**

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<td>JOINT ADVERT, MKT RES, STUDIES (JAMRS) 1919 SOUTH EADS STREET SUITE 100 ARLINGTON VA 22202</td>
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- **FOB**: Destination
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ADMINISTRATIVE INFORMATION

Contract Specialist:
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 signatories 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 (OUS P&R) Research Regulatory Oversight Office (R202) 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

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<td>Within 1 week of kick-off mtg</td>
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<td>Executive Briefing</td>
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</tr>
<tr>
<td>Monthly Status Meeting</td>
<td>Para 4.14</td>
<td>Monthly during PoP</td>
</tr>
</tbody>
</table>

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


(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.
(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*

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<tr>
<th>Field Name in WAWF</th>
<th>Data to be entered in WAWF</th>
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<td>Ship From Code</td>
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<td>Service Acceptor (DoDAAC)</td>
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<tr>
<td>Accept at Other DoDAAC</td>
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<td>LPO DoDAAC</td>
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<td>DCAA Auditor DoDAAC</td>
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<tr>
<td>Other DoDAAC(s)</td>
<td></td>
</tr>
</tbody>
</table>

(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:  

(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:  

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

(End of clause)
SOLICITATION/CONTRACT/ORDER FOR COMMERICAL ITEMS
OFFER TO COMPLETE BLOCKS 12, 17, 23, 24, AND 30

1. REQUISITION NUMBER
H9821017F0155

5. SOLICITATION NUMBER
H9821078B014

6. SOLICITATION ISSUE DATE

7. FOR SOLICITATION INFORMATION CALL:
a. NAME
b. TELEPHONE NUMBER

9. ISSUED BY CODE
DEFENSE HUMAN RESOURCES ACTIVITY
ARLINGTON VA 22204-4000

10. THIS ACQUISITION IS
X SMALL BUSINESS

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): X

14. METHOD OF SOLICITATION

15. DELIVER TO CODE

16. ADMINISTERED BY CODE

17a. CONTRACTOR / OFFEROR CODE

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

18a. PAYMENT WILL BE MADE BY

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

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)

$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 NOT ATTACHED

27b. CONTRACT / PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4, FAR 52.212-5 IS ATTACHED: ADDENDA 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 6), INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN, IS ACCEPTED AS TO ITEMS: SEE SCHEDULE

30a. SIGNATURE OF OFFER OR CONTRACTOR

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

30c. DATE SIGNED

AUTHORIZED FOR LOCAL REPRODUCTION
PREVIOUS EDITION IS NOT USABLE

STANDARD FORM 1449 (REV. 2/2012)
Prescribed by GSA - FAR (48 CFR) 53.212
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<th>Amount</th>
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</table>

**SEE SCHEDULE**

32a. Quantity in column 21 has been received, inspected, 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

34. Voucher number

35. Amount verified correct for

36. Payment

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 (Print)

42b. Received at (Location)

42c. Date Rec’d (YY/MM/DD)

42d. Total containers
**Section SF 1449 - CONTINUATION SHEET**

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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>PURCHASE REQUEST NUMBER: H9821073914</td>
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</tbody>
</table>

**INSPECTION AND ACCEPTANCE TERMS**

Supplies/services will be inspected/accepted at:

<table>
<thead>
<tr>
<th>CLIN</th>
<th>INSPECT AT</th>
<th>INSPECT BY</th>
<th>ACCEPT AT</th>
<th>ACCEPT BY</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001</td>
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<td>Government</td>
<td>Destination</td>
<td>Government</td>
</tr>
</tbody>
</table>

**DELIVERY INFORMATION**

<table>
<thead>
<tr>
<th>CLIN</th>
<th>DELIVERY DATE</th>
<th>QUANTITY</th>
<th>SHIP TO ADDRESS</th>
<th>DODAAC / CAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001</td>
<td>POP 26-SEP-2017 TO 25-SEP-2018</td>
<td>N/A</td>
<td>JOINT ADVERT, MKT RES. STUDIES (JAMRS)</td>
<td>HQ0584</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>1919 SOUTH EADS STREET SUITE 100 1919 SOUTH EADS STREET SUITE 100 1919 SOUTH EADS STREET SUITE 100</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ARLINGTON VA 22202</td>
<td></td>
</tr>
<tr>
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<td></td>
<td></td>
<td>FOB: Destination</td>
<td></td>
</tr>
</tbody>
</table>
ACCOUNTING AND APPROPRIATION DATA

AA: 012147 097 0100 000 N 20172017 D 7300 FY17_OPA_JAMRS
AMOUNT: $689,775.48

ACRN	CLIN/SLIN	CIN	AMOUNT
AA	2001	H98210739130001	$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


(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*

<table>
<thead>
<tr>
<th>Field Name in WAWF</th>
<th>Data to be entered in WAWF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pay Official DoDAAC</td>
<td>HQ0790</td>
</tr>
<tr>
<td>Issue By DoDAAC</td>
<td>H98210</td>
</tr>
<tr>
<td>Admin DoDAAC</td>
<td>H98210</td>
</tr>
<tr>
<td>Inspect By DoDAAC</td>
<td></td>
</tr>
<tr>
<td>Ship To Code</td>
<td></td>
</tr>
<tr>
<td>Ship From Code</td>
<td></td>
</tr>
<tr>
<td>Mark For Code</td>
<td></td>
</tr>
<tr>
<td>Service Approver (DoDAAC)</td>
<td>HQ0584</td>
</tr>
<tr>
<td>Service Acceptor (DoDAAC)</td>
<td>HQ0584</td>
</tr>
<tr>
<td>Accept at Other DoDAAC</td>
<td></td>
</tr>
<tr>
<td>LPO DoDAAC</td>
<td></td>
</tr>
<tr>
<td>DCAA Auditor DoDAAC</td>
<td></td>
</tr>
<tr>
<td>Other DoDAAC(s)</td>
<td></td>
</tr>
</tbody>
</table>

(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)
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-scrapped 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

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**

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Ref.</th>
<th>Delivery Date (on or about)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Written summary of Kick-off meeting</td>
<td>Para 4.1</td>
<td>Two weeks after kick-off</td>
</tr>
<tr>
<td>Variable summary report</td>
<td>Para 4.2.1</td>
<td>three months after start of PoP</td>
</tr>
<tr>
<td>Technical Report</td>
<td>Para 4.5</td>
<td>End of PoP</td>
</tr>
<tr>
<td>Executive Summary</td>
<td>Para 4.6</td>
<td>60 days prior to end of PoP</td>
</tr>
<tr>
<td>OPA/JAMRS Briefing</td>
<td>Para 4.7</td>
<td>60 days prior to end of PoP</td>
</tr>
<tr>
<td>Service Briefings</td>
<td>Para 4.8</td>
<td>Prior to end of PoP</td>
</tr>
<tr>
<td>Data visualization needs analysis</td>
<td>Para 4.9</td>
<td>6 months after start of PoP</td>
</tr>
<tr>
<td>Data tool prototype</td>
<td>4.10</td>
<td>End of PoP</td>
</tr>
<tr>
<td>MONTHLY STATUS REPORT</td>
<td>Para 4.11</td>
<td>Monthly during PoP</td>
</tr>
</tbody>
</table>
SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS
OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, AND 30

1. REQUISITION NUMBER
H98210-6806

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

3. AWARD/EFFECTIVE DATE
05-Feb-2016

4. ORDER NUMBER
H9821018F0046

5. SOLICITATION NUMBER
H98210846046

6. SOLICITATION ISSUE DATE

7. FOR SOLICITATION INFORMATION CALL:

a. NAME

b. TELEPHONE NUMBER
(No Collect Calls)

8. OFFERED DUE DATE/LOCAL TIME

INFORMATION
CALL:

9. ISSUED BY CODE
I H98210

10. THIS ACQUISITION IS

a. UNRESTRICTED OR

b. SET ASIDE:

11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS

a. MARKED

b. SEE SCHEDULE

12. DISCOUNT TERMS
Net 30

13. REQUIRED BLOCKS

a. THIS CONTRACT IS A

b. RATED ORDER UNDER

14. METHOD OF SOLICITATION
RFQ
IFB
RFP

15. DELIVER TO CODE
H9209

16. ADMINISTERED BY CODE
HQ0790

17a. CONTRACTOR/ OFFEROR CODE
360C2

18a. PAYMENT WILL BE MADE BY
DFAS COLUMBUS CENTER
DAVIGHRA - ACCOUNTS PAYABLE DIRECTORATE
PO BOX 183140
COLUMBUS OH 43218-3140

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

19. ITEM NO.

20. SCHEDULE OF SUPPLIES/ SERVICES

SEE SCHEDULE

21. QUANTITY

22. UNIT

23. UNIT PRICE

24. AMOUNT

SEE SCHEDULE

25. ACCOUNTING AND APPROPRIATION DATA

See Schedule $811,204.44

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

27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1, 52.212-4, FAR 52.212-3, 52.212-5 ARE ATTACHED.

27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4, FAR 52.212-5 IS 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 02-FEB-2018.

X 30a. SIGNATURE OF OFFEROR/CONTRACTOR

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

30b. NAME AND TITLE OF SIGNER

30c. DATE SIGNED

31b. NAME OF CONTRACTING OFFICER

31c. DATE SIGNED
## Solicitation/Contract/Order for Commercial Items

### Schedule of Supplies/Services

<table>
<thead>
<tr>
<th>Item No.</th>
<th>Schedule of Supplies/Services</th>
<th>Quantity</th>
<th>Unit</th>
<th>Unit Price</th>
<th>Amount</th>
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<tr>
<td></td>
<td><strong>SEE SCHEDULE</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### 32a Quantity in Column 21 Has Been
- [ ] Received
- [ ] Inspected
- [ ] Accepted, and conforms to the contract, except as noted:

<table>
<thead>
<tr>
<th>32b Signature of Authorized Government Representative</th>
<th>32c Date</th>
<th>32d Printed Name and Title of Authorized Government Representative</th>
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<table>
<thead>
<tr>
<th>32e Mailing Address of Authorized Government Representative</th>
<th>32f Telephone Number of Authorized Government Representative</th>
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</thead>
</table>

### 33 Ship Number

### 34 Voucher Number

### 35 Amount Verified Correct for

<table>
<thead>
<tr>
<th>36 Payment</th>
<th>37 Check Number</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### 38 S/R Account Number

### 39 S/R Voucher Number

### 40 Paid By

<table>
<thead>
<tr>
<th>41a I certify this account is correct and proper for payment</th>
<th>42a Received By (Print)</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>41b Signature and Title of Certifying Officer</th>
<th>42b Received at (Location)</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>41c Date</th>
<th>42c Date Rec'd (YY/MM/DD)</th>
<th>42d Total Containers</th>
</tr>
</thead>
</table>

---

PREVIOUS EDITION IS NOT USEABLE

STANDARD FORM 1449 (REV. 2/2012) BACK

Prescribed by GSA – FAR (48 CFR) 53.212
### INSPECTION AND ACCEPTANCE TERMS

Supplies/services will be inspected/accepted at:

<table>
<thead>
<tr>
<th>CLIN</th>
<th>INSPECT AT</th>
<th>INSPECT BY</th>
<th>ACCEPT AT</th>
<th>ACCEPT BY</th>
</tr>
</thead>
<tbody>
<tr>
<td>3001</td>
<td>Destination</td>
<td>Government</td>
<td>Destination</td>
<td>Government</td>
</tr>
</tbody>
</table>

### DELIVERY INFORMATION

<table>
<thead>
<tr>
<th>CLIN</th>
<th>DELIVERY DATE</th>
<th>QUANTITY</th>
<th>SHIP TO ADDRESS</th>
<th>DODAAC / CAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>3001</td>
<td>POP 05-FEB-2018 TO 04-FEB-2019</td>
<td>N/A</td>
<td>JOINT ADVERT, MKT RES, STUDIES (JAMRS) 1919 SOUTH EADS STREET SUITE 100 ARLINGTON VA 22202</td>
<td>HQ0584</td>
</tr>
</tbody>
</table>
ACCOUNTING AND APPROPRIATION DATA

AA: 012147 097 0100 000 N 20182018 D 7300 FY18_OPA_JAMRS FY18_OPA_JAMRS_MRKRT 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


(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.

<table>
<thead>
<tr>
<th>Inspection:</th>
<th>Destination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acceptance:</td>
<td>Destination</td>
</tr>
</tbody>
</table>

(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**

<table>
<thead>
<tr>
<th>Field Name in WAWF</th>
<th>Data to be entered in WAWF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pay Official DoDAAC</td>
<td>HQ0790</td>
</tr>
<tr>
<td>Issue By DoDAAC</td>
<td>H98210</td>
</tr>
<tr>
<td>Admin DoDAAC</td>
<td>H98210</td>
</tr>
<tr>
<td>Inspect By DoDAAC</td>
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<tr>
<td>Ship To Code</td>
<td></td>
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<td>Ship From Code</td>
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<tr>
<td>Mark For Code</td>
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</tr>
<tr>
<td>Service Approver (DoDAAC)</td>
<td>HQ0584</td>
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<tr>
<td>Service Acceptor (DoDAAC)</td>
<td>HQ0584</td>
</tr>
<tr>
<td>Accept at Other DoDAAC</td>
<td></td>
</tr>
<tr>
<td>LPO DoDAAC</td>
<td></td>
</tr>
<tr>
<td>DCAA Auditor DoDAAC</td>
<td></td>
</tr>
<tr>
<td>Other DoDAAC(s)</td>
<td></td>
</tr>
</tbody>
</table>

(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.

<table>
<thead>
<tr>
<th>Contract Specialist:</th>
<th>[6]</th>
</tr>
</thead>
<tbody>
<tr>
<td>COR:</td>
<td></td>
</tr>
</tbody>
</table>

(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: | [6] |

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

(End of clause)
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 relates 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

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 (OUS DoD) 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 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

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Ref.</th>
<th>Delivery Date (on or about)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kick-off meeting</td>
<td>Para 4.1</td>
<td>Within 7 days of award</td>
</tr>
<tr>
<td>IRB documents</td>
<td>Para 4.2</td>
<td>Within 6 weeks of award</td>
</tr>
<tr>
<td>Instructions on survey administration</td>
<td>Para 4.4</td>
<td>Within 2 weeks of award</td>
</tr>
<tr>
<td>Deliver printed survey to MEPS</td>
<td>Para 4.5</td>
<td>Prior to fielding start date</td>
</tr>
<tr>
<td>Monthly Datasets</td>
<td>Para 4.9</td>
<td>Monthly during Period of Performance (POP) once data collection begins</td>
</tr>
<tr>
<td>Module Datasets</td>
<td>Para 4.9.1</td>
<td>Within 30 days following end of data collection</td>
</tr>
<tr>
<td>Deliverable</td>
<td>Ref.</td>
<td>Delivery Date (on or about)</td>
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<tr>
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<tr>
<td>Annotated Questionnaires</td>
<td>Para 4.10</td>
<td>One month after fielding is complete</td>
</tr>
<tr>
<td>Monthly standard reports</td>
<td>Para 4.11</td>
<td>Monthly during PoP once data collection begins</td>
</tr>
<tr>
<td>Formatted Surveys for next wave of data collection</td>
<td>Para 4.12</td>
<td>Prior to End of PoP</td>
</tr>
<tr>
<td>Monthly Reports</td>
<td>Para 4.13</td>
<td>Monthly during PoP once data collection begins</td>
</tr>
<tr>
<td>Topline Reports</td>
<td>Para 4.14</td>
<td>Prior to End of PoP</td>
</tr>
<tr>
<td>Active Duty Briefing Deck</td>
<td>Para 4.15</td>
<td>Prior to End of PoP</td>
</tr>
<tr>
<td>Reserve/Guard Briefing Deck</td>
<td>Para 4.16</td>
<td>Prior to End of PoP</td>
</tr>
<tr>
<td>Technical Report</td>
<td>Para 4.17</td>
<td>Prior to End of PoP</td>
</tr>
<tr>
<td>Monthly Status Report</td>
<td>Para 4.18</td>
<td>Monthly during PoP</td>
</tr>
</tbody>
</table>

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.