

<b>SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS</b> <i>OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, AND 30</i>				1. REQUISITION NUMBER		PAGE 1 OF 27	
2. CONTRACT NO. H9821019C0018		3. AWARD/EFFECTIVE DATE 26-Sep-2019		4. ORDER NUMBER		5. SOLICITATION NUMBER H9821019R0023	
7. FOR SOLICITATION INFORMATION CALL:		a. NAME (b)(6)				b. TELEPHONE NUMBER (No Collect Calls) (b)(6)	
8. OFFER DUE DATE/LOCAL TIME 02:00 PM 17 Sep 2019							
9. ISSUED BY DEFENSE HUMAN RESOURCES ACTIVITY 4800 MARK CENTER DRIVE, SUITE (b)(6) ALEXANDRIA VA 22350-4000  TEL: FAX:		CODE H98210		10. THIS ACQUISITION IS <input type="checkbox"/> UNRESTRICTED OR <input checked="" type="checkbox"/> SET ASIDE: 100 % FOR:  <input type="checkbox"/> SMALL BUSINESS <input type="checkbox"/> WOMEN-OWNED SMALL BUSINESS (WOSB) <input type="checkbox"/> ELIGIBLE UNDER THE WOMEN-OWNED SMALL BUSINESS PROGRAM  <input type="checkbox"/> HUBZONE SMALL BUSINESS <input type="checkbox"/> EDWOSB  <input type="checkbox"/> SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS <input checked="" type="checkbox"/> 8(A)  NAICS: 541820 SIZE STANDARD: \$15,000,000			
11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED <input type="checkbox"/> SEE SCHEDULE		12. DISCOUNT TERMS Net 30 Days		13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700) <input type="checkbox"/>		13b. RATING	
				14. METHOD OF SOLICITATION <input type="checkbox"/> RFQ <input type="checkbox"/> IFB <input checked="" type="checkbox"/> RFP			
15. DELIVER TO DEF CIVILIAN PERSONAL ADVISORY SVC (DCPAS) (b)(6) 4800 MARK CENTER DRIVE (b)(6) ALEXANDRIA VA 22350-1100		CODE H91330		16. ADMINISTERED BY  <b>SEE ITEM 9</b>			
17a. CONTRACTOR/OFFEROR (b)(6)		CODE (b)(4)		FACILITY CODE (b)(4)		18a. PAYMENT WILL BE MADE BY CODE HQ0790  DFAS COLUMBUS CENTER DAVIDHRA - ACCOUNTS PAYABLE DIRECTORATE PO BOX (b)(6) COLUMBUS OH 43218-3140	
<input type="checkbox"/> 17b. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER		18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a. UNLESS BLOCK BELOW IS CHECKED <input checked="" type="checkbox"/> SEE ADDENDUM					
19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES			21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
	SEE SCHEDULE						
25. ACCOUNTING AND APPROPRIATION DATA  See Schedule						26. TOTAL AWARD AMOUNT (For Govt. Use Only)  (b)(4)	
<input type="checkbox"/> 27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1, 52.212-4, FAR 52.212-3, 52.212-5 ARE ATTACHED.    ADDENDA <input type="checkbox"/> ARE <input type="checkbox"/> ARE NOT ATTACHED <input checked="" type="checkbox"/> 27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4, FAR 52.212-5 IS ATTACHED.    ADDENDA <input checked="" type="checkbox"/> ARE <input type="checkbox"/> ARE NOT ATTACHED							
<input checked="" type="checkbox"/> 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.				<input type="checkbox"/> 29. AWARD OF CONTRACT: REF. OFFER DATED . YOUR OFFER ON SOLICITATION (BLOCK 5), INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN, IS ACCEPTED AS TO ITEMS:			
30a. SIGNATURE OF OFFEROR/CONTRACTOR  (b)(6)				31a. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER)  (b)(6)			
30b. NAME AND TITLE OF SIGNER (TYPE OR PRINT) (b)(6)		30c. DATE SIGNED  09/26/2019		31b. NAME OF CONTRACTING OFFICER (TYPE OR PRINT) (b)(6)		31c. DATE SIGNED  9/26/19	

SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS (CONTINUED)				PAGE 2 OF 27		
19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES		21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
	SEE SCHEDULE					
32a. QUANTITY IN COLUMN 21 HAS BEEN <input type="checkbox"/> RECEIVED <input type="checkbox"/> INSPECTED <input type="checkbox"/> 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
<input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL				<input type="checkbox"/> COMPLETE <input type="checkbox"/> PARTIAL <input type="checkbox"/> 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 <i>(Print)</i>		
				42b. RECEIVED AT <i>(Location)</i>		
				42c. DATE REC'D <i>(YY/MM/DD)</i>		42d. TOTAL CONTAINERS

## Section SF 1449 - CONTINUATION SHEET

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
0001	Strategic Communications FFP Provide strategic communications support in accordance with the Performance Work Statement. FOB: Destination	(b)(4)	(b)(4)	(b)(4)	(b)(4)
NET AMT					(b)(4)
ACRN AA CIN: H98210995390001					

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
0002	Strategic Communications (ODC) COST The Not to Exceed (NTE) amount provides funding for Other Direct Cost (ODC) identified in the PWS. Reimbursement is based on actual expenses as pre- authorized by the Contracting Officer's Representative. FOB: Destination	(b)(4)	(b)(4)		(b)(4) NTE
ESTIMATED COST					(b)(4)
ACRN AA CIN: H98210995390002					

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
1001		(b)(4)	(b)(4)	(b)(4)	(b)(4)
OPTION	Strategic Communications FFP Provide strategic communications support in accordance with the Performance Work Statement. FOB: Destination				

NET AMT

(b)(4)

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
1002		(b)(4)	(b)(4)		(b)(4)
OPTION	Strategic Communications (ODC) COST The Not to Exceed (NTE) amount provides funding for Other Direct Cost (ODC) identified in the PWS. Reimbursement is based on actual expenses as pre- authorized by the Contracting Officer's Representative. FOB: Destination				NTE

ESTIMATED COST

(b)(4)

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
2001		(b)(4)	(b)(4)	(b)(4)	(b)(4)
OPTION	Strategic Communications FFP Provide strategic communications support in accordance with the Performance Work Statement. FOB: Destination				

NET AMT

(b)(4)

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
2002		(b)	(b)(4)		(b)(4)
OPTION	Strategic Communications (ODC) COST				NTE
	The Not to Exceed (NTE) amount provides funding for Other Direct Cost (ODC) identified in the PWS. Reimbursement is based on actual expenses as pre-authorized by the Contracting Officer's Representative.				
	FOB: Destination				

ESTIMATED COST

(b)(4)

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
3001		(b)(4)	(b)(4)	(b)(4)	(b)(4)
OPTION	Strategic Communications FFP				
	Provide strategic communications support in accordance with the Performance Work Statement.				
	FOB: Destination				

NET AMT

(b)(4)

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
3002		(b)	(b)(4)		(b)(4)
OPTION	Strategic Communications (ODC) COST				NTE
	The Not to Exceed (NTE) amount provides funding for Other Direct Cost (ODC) identified in the PWS. Reimbursement is based on actual expenses as pre-authorized by the Contracting Officer's Representative.				
	FOB: Destination				

ESTIMATED COST

(b)(4)



ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
4001		(b)(4)	(b)(4)	(b)(4)	(b)(4)
OPTION	Strategic Communications FFP Provide strategic communications support in accordance with the Performance Work Statement. FOB: Destination				
NET AMT					(b)(4)

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
4002		(b)(4)	(b)(4)		(b)(4)
OPTION	Strategic Communications (ODC) COST The Not to Exceed (NTE) amount provides funding for Other Direct Cost (ODC) identified in the PWS. Reimbursement is based on actual expenses as pre-authorized by the Contracting Officer's Representative. FOB: Destination				NTE
ESTIMATED COST					(b)(4)

## INSPECTION AND ACCEPTANCE TERMS

Supplies/services will be inspected/accepted at:

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

## DELIVERY INFORMATION

CLIN	DELIVERY DATE	QUANTITY	SHIP TO ADDRESS	DODAAC / CAGE
0001	POP 27-SEP-2019 TO 26-SEP-2020	N/A	DEF CIVILIAN PERSONNEL ADVISORY SVC (DCPAS) (b)(6) 4800 MARK CENTER DRIVE, STE (b)(6) ALEXANDRIA VA 22350-1100 (b)(6) FOB: Destination	H91330
0002	POP 27-SEP-2019 TO 26-SEP-2020	N/A	(SAME AS PREVIOUS LOCATION) FOB: Destination	H91330
1001	POP 27-SEP-2020 TO 26-SEP-2021	N/A	(SAME AS PREVIOUS LOCATION) FOB: Destination	H91330
1002	POP 27-SEP-2020 TO 26-SEP-2021	N/A	(SAME AS PREVIOUS LOCATION) FOB: Destination	H91330
2001	POP 27-SEP-2021 TO 26-SEP-2022	N/A	(SAME AS PREVIOUS LOCATION) FOB: Destination	H91330
2002	POP 27-SEP-2021 TO 26-SEP-2022	N/A	(SAME AS PREVIOUS LOCATION) FOB: Destination	H91330
3001	POP 27-SEP-2022 TO 26-SEP-2023	N/A	(SAME AS PREVIOUS LOCATION) FOB: Destination	H91330
3002	POP 27-SEP-2022 TO 26-SEP-2023	N/A	(SAME AS PREVIOUS LOCATION) FOB: Destination	H91330
4001	POP 27-SEP-2023 TO 26-SEP-2024	N/A	(SAME AS PREVIOUS LOCATION) FOB: Destination	H91330
4002	POP 27-SEP-2023 TO 26-SEP-2024	N/A	(SAME AS PREVIOUS LOCATION) FOB: Destination	H91330

## ACCOUNTING AND APPROPRIATION DATA

AA: 012147 097 0100 000 N 20192019 D 7300 FY19\_DCPAS\_FO FY19\_DCPAS\_COP\_CONTRACTS DCPAS 252

AMOUNT: (b)(4)

ACRN	CLIN/SLIN	CIN	AMOUNT
AA	0001	H98210995390001	(b)(4)
	0002	H98210995390002	

## CLAUSES INCORPORATED BY FULL TEXT

The assigned SBA Requirement Number is **0353/19/0985**.

## 252.219-7009 SECTION 8(A) DIRECT AWARD (OCT 2018)

(a) This contract is issued as a direct award between the contracting office and the 8(a) Contractor pursuant to the Partnership Agreement between the Small Business Administration (SBA) and the Department of Defense. Accordingly, the SBA, even if not identified in Section A of this contract, is the prime contractor and retains responsibility for 8(a) certification, for 8(a) eligibility determinations and related issues, and for providing counseling and assistance to the 8(a) Contractor under the 8(a) Program. The cognizant SBA district office is:

8(a) Business Development Program Office  
U.S. Small Business Administration  
Washington Metropolitan District Office  
3rd Street SW, 2<sup>nd</sup> Fl.  
Washington, DC 20416

(b) The contracting office is responsible for administering the contract and for taking any action on behalf of the Government under the terms and conditions of the contract; provided that the contracting office shall give advance notice to the SBA before it issues a final notice terminating performance, either in whole or in part, under the contract. The contracting office also shall coordinate with the SBA prior to processing any novation agreement. The contracting office may assign contract administration functions to a contract administration office.

(c) The 8(a) Contractor agrees that it will notify the Contracting Officer, simultaneous with its notification to the SBA (as required by SBA's 8(a) regulations at 13 CFR 124.515), when the owner or owners upon whom 8(a) eligibility is based plan to relinquish ownership or control of the concern. Consistent with section 407 of Public Law 100-656, transfer of ownership or control shall result in termination of the contract for convenience, unless the SBA waives the requirement for termination prior to the actual relinquishing of ownership and control.

(End of Clause)

## CLAUSES INCORPORATED BY REFERENCE

52.202-1	Definitions	NOV 2013
52.203-3	Gratuities	APR 1984
52.203-6	Restrictions On Subcontractor Sales To The Government	SEP 2006
52.203-6 Alt I	Restrictions On Subcontractor Sales To The Government (Sep 2006) -- Alternate I	OCT 1995
52.203-12	Limitation On Payments To Influence Certain Federal Transactions	OCT 2010
52.203-16	Preventing Personal Conflicts of Interest	DEC 2011
52.204-4	Printed or Copied Double-Sided on Postconsumer Fiber Content Paper	MAY 2011
52.204-9	Personal Identity Verification of Contractor Personnel	JAN 2011
52.204-13	System for Award Management Maintenance	OCT 2018
52.204-18	Commercial and Government Entity Code Maintenance	JUL 2016
52.204-19	Incorporation by Reference of Representations and Certifications.	DEC 2014
52.204-21	Basic Safeguarding of Covered Contractor Information Systems	JUN 2016
52.212-4	Contract Terms and Conditions--Commercial Items	OCT 2018



52.219-14 (Dev)	Limitations on Subcontracting (DEVIATION 2019-O0003).	JAN 2019
52.222-50	Combating Trafficking in Persons	JAN 2019
52.225-13	Restrictions on Certain Foreign Purchases	JUN 2008
52.232-39	Unenforceability of Unauthorized Obligations	JUN 2013
52.232-40	Providing Accelerated Payments to Small Business Subcontractors	DEC 2013
52.242-13	Bankruptcy	JUL 1995
52.247-34	F.O.B. Destination	NOV 1991
52.249-8	Default (Fixed-Price Supply & Service)	APR 1984
252.201-7000	Contracting Officer's Representative	DEC 1991
252.203-7000	Requirements Relating to Compensation of Former DoD Officials	SEP 2011
252.204-7000	Disclosure Of Information	OCT 2016
252.204-7003	Control Of Government Personnel Work Product	APR 1992
252.204-7012	Safeguarding Covered Defense Information and Cyber Incident Reporting	OCT 2016
252.204-7015	Notice of Authorized Disclosure of Information for Litigation Support	MAY 2016
252.209-7004	Subcontracting With Firms That Are Owned or Controlled By The Government of a Country that is a State Sponsor of Terrorism	MAY 2019
252.225-7001	Buy American And Balance Of Payments Program-- Basic	DEC 2017
252.225-7012	Preference For Certain Domestic Commodities	DEC 2017
252.225-7048	Export-Controlled Items	JUN 2013
252.232-7003	Electronic Submission of Payment Requests and Receiving Reports	DEC 2018
252.232-7010	Levies on Contract Payments	DEC 2006
252.237-7010	Prohibition on Interrogation of Detainees by Contractor Personnel	JUN 2013
252.239-7010	Cloud Computing Services	OCT 2016
252.244-7000	Subcontracts for Commercial Items	JUN 2013

#### CLAUSES INCORPORATED BY FULL TEXT

##### 52.212-5 CONTRACT TERMS AND CONDITIONS REQUIRED TO IMPLEMENT STATUTES OR EXECUTIVE ORDERS--COMMERCIAL ITEMS (AUG 2019)

(a) The Contractor shall comply with the following Federal Acquisition Regulation (FAR) clauses, which are incorporated in this contract by reference, to implement provisions of law or Executive orders applicable to acquisitions of commercial items:

(1) 52.203-19, Prohibition on Requiring Certain Internal Confidentiality Agreements or Statements (JAN 2017) (section 743 of Division E, Title VII, of the Consolidated and Further Continuing Appropriations Act, 2015 (Pub. L. 113-235) and its successor provisions in subsequent appropriations acts (and as extended in continuing resolutions)).

(2) 52.204-23, Prohibition on Contracting for Hardware, Software, and Services Developed or Provided by Kaspersky Lab and Other Covered Entities (Jul 2018) (Section 1634 of Pub. L. 115-91).

(3) 52.204-25, Prohibition on Contracting for Certain Telecommunications and Video Surveillance Services or Equipment. (AUG 2019) (Section 889(a)(1)(A) of Pub. L. 115-232).

(4) 52.209-10, Prohibition on Contracting with Inverted Domestic Corporations (Nov 2015).

(5) 52.233-3, Protest After Award (AUG 1996) (31 U.S.C. 3553).

(6) 52.233-4, Applicable Law for Breach of Contract Claim (OCT 2004) (Public Laws 108-77 and 108-78 (19 U.S.C. 3805 note)).

(b) The Contractor shall comply with the FAR clauses in this paragraph (b) that the Contracting Officer has indicated as being incorporated in this contract by reference to implement provisions of law or Executive orders applicable to acquisitions of commercial items: (Contracting Officer check as appropriate.)

x (1) 52.203-6, Restrictions on Subcontractor Sales to the Government (Sept 2006), with Alternate I (Oct 1995) (41 U.S.C. 4704 and 10 U.S.C. 2402).

\_\_\_ (2) 52.203-13, Contractor Code of Business Ethics and Conduct (Oct 2015) (41 U.S.C. 3509).

\_\_\_ (3) 52.203-15, Whistleblower Protections under the American Recovery and Reinvestment Act of 2009 (June 2010) (Section 1553 of Pub. L. 111-5). (Applies to contracts funded by the American Recovery and Reinvestment Act of 2009.)

x (4) 52.204-10, Reporting Executive Compensation and First-Tier Subcontract Awards (Oct 2018) (Pub. L. 109-282) (31 U.S.C. 6101 note).

\_\_\_ (5) [Reserved]

\_\_\_ (6) 52.204-14, Service Contract Reporting Requirements (Oct 2016) (Pub. L. 111-117, section 743 of Div. C).

\_\_\_ (7) 52.204-15, Service Contract Reporting Requirements for Indefinite-Delivery Contracts (Oct 2016) (Pub. L. 111-117, section 743 of Div. C).

x (8) 52.209-6, Protecting the Government's Interest When Subcontracting with Contractors Debarred, Suspended, or Proposed for Debarment. (Oct 2015) (31 U.S.C. 6101 note).

x (9) 52.209-9, Updates of Publicly Available Information Regarding Responsibility Matters (Oct 2018) (41 U.S.C. 2313).

\_\_\_ (10) [Reserved]

\_\_\_ (11)(i) 52.219-3, Notice of HUBZone Set-Aside or Sole-Source Award (NOV 2011) (15 U.S.C. 657a).

\_\_\_ (ii) Alternate I (NOV 2011) of 52.219-3.

\_\_\_ (12) (i) 52.219-4, Notice of Price Evaluation Preference for HUBZone Small Business Concerns (OCT 2014) (if the offeror elects to waive the preference, it shall so indicate in its offer) (15 U.S.C. 657a).

\_\_\_ (ii) Alternate I (JAN 2011) of 52.219-4.

\_\_\_ (13) [Reserved]

\_\_\_ (14)(i) 52.219-6, Notice of Total Small Business Set-Aside (NOV 2011) (15 U.S.C. 644).

\_\_\_ (ii) Alternate I (NOV 2011).

\_\_\_ (iii) Alternate II (NOV 2011).

\_\_\_ (15)(i) 52.219-7, Notice of Partial Small Business Set-Aside (June 2003) (15 U.S.C. 644).

- \_\_\_\_ (ii) Alternate I (Oct 1995) of 52.219-7.
- \_\_\_\_ (iii) Alternate II (Mar 2004) of 52.219-7.
- x (16) 52.219-8, Utilization of Small Business Concerns (Oct 2018) (15 U.S.C. 637(d)(2) and (3)).
- \_\_\_\_ (17)(i) 52.219-9, Small Business Subcontracting Plan (Aug 2018) (15 U.S.C. 637(d)(4)).
- \_\_\_\_ (ii) Alternate I (Nov 2016) of 52.219-9.
- \_\_\_\_ (iii) Alternate II (Nov 2016) of 52.219-9.
- \_\_\_\_ (iv) Alternate III (Nov 2016) of 52.219-9.
- \_\_\_\_ (v) Alternate IV (Aug 2018) of 52.219-9.
- \_\_\_\_ (18) 52.219-13, Notice of Set-Aside of Orders (NOV 2011) (15 U.S.C. 644(r)).
- \_\_\_\_ (19) 52.219-14, Limitations on Subcontracting (JAN 2017) (15 U.S.C. 637(a)(14)).
- \_\_\_\_ (20) 52.219-16, Liquidated Damages—Subcontracting Plan (Jan 1999) (15 U.S.C. 637(d)(4)(F)(i)).
- \_\_\_\_ (21) 52.219-27, Notice of Service-Disabled Veteran-Owned Small Business Set-Aside (NOV 2011) (15 U.S.C. 657f).
- x (22) 52.219-28, Post Award Small Business Program Rerepresentation (July 2013) (15 U.S.C. 632(a)(2)).
- \_\_\_\_ (23) 52.219-29, Notice of Set-Aside for, or Sole Source Award to, Economically Disadvantaged Women-Owned Small Business Concerns (Dec 2015) (15 U.S.C. 637(m)).
- \_\_\_\_ (24) 52.219-30, Notice of Set-Aside for, or Sole Source Award to, Women-Owned Small Business Concerns Eligible Under the Women-Owned Small Business Program (Dec 2015) (15 U.S.C. 637(m)).
- x (25) 52.222-3, Convict Labor (June 2003) (E.O. 11755).
- \_\_\_\_ (26) 52.222-19, Child Labor--Cooperation with Authorities and Remedies (Jan 2018) (E.O. 13126).
- x (27) 52.222-21, Prohibition of Segregated Facilities (Apr 2015).
- x (28)(i) 52.222-26, Equal Opportunity (SEPT 2016) (E.O. 11246).
- \_\_\_\_ (ii) Alternate I (Feb 1999) of 52.222-26.
- x (29)(i) 52.222-35, Equal Opportunity for Veterans (OCT 2015)(38 U.S.C. 4212).
- \_\_\_\_ (ii) Alternate I (July 2014) of 52.222-35.
- x (30)(i) 52.222-36, Equal Opportunity for Workers with Disabilities (JUL 2014) (29 U.S.C. 793).
- \_\_\_\_ (ii) Alternate I (July 2014) of 52.222-36.
- x (31) 52.222-37, Employment Reports on Veterans (FEB 2016) (38 U.S.C. 4212).
- x (32) 52.222-40, Notification of Employee Rights Under the National Labor Relations Act (Dec 2010) (E.O. 13496).

x (33)(i) 52.222-50, Combating Trafficking in Persons (JAN 2019) (22 U.S.C. chapter 78 and E.O. 13627).

\_\_\_\_ (ii) Alternate I (Mar 2015) of 52.222-50 (22 U.S.C. chapter 78 and E.O. 13627).

x (34) 52.222-54, Employment Eligibility Verification (Oct 2015). (E. O. 12989). (Not applicable to the acquisition of commercially available off-the-shelf items or certain other types of commercial items as prescribed in 22.1803.)

\_\_\_\_ (35)(i) 52.223-9, Estimate of Percentage of Recovered Material Content for EPA–Designated Items (May 2008) (42 U.S.C. 6962(c)(3)(A)(ii)). (Not applicable to the acquisition of commercially available off-the-shelf items.)

\_\_\_\_ (ii) Alternate I (May 2008) of 52.223-9 (42 U.S.C. 6962(i)(2)(C)). (Not applicable to the acquisition of commercially available off-the-shelf items.)

\_\_\_\_ (36) 52.223-11, Ozone-Depleting Substances and High Global Warming Potential Hydrofluorocarbons (Jun 2016) (E.O. 13693).

\_\_\_\_ (37) 52.223-12, Maintenance, Service, Repair, or Disposal of Refrigeration Equipment and Air Conditioners (Jun 2016) (E.O. 13693).

\_\_\_\_ (38) (i) 52.223-13, Acquisition of EPEAT® Registered Imaging Equipment (Jun 2014) (E.O.s 13423 and 13514).

\_\_\_\_ (ii) Alternate I (OCT 2015) of 52.223-13.

\_\_\_\_ (39)(i) 52.223-14, Acquisition of EPEAT® Registered Televisions (Jun 2014) (E.O.s 13423 and 13514).

\_\_\_\_ (ii) Alternate I (Jun 2014) of 52.223-14.

\_\_\_\_ (40) 52.223-15, Energy Efficiency in Energy-Consuming Products (Dec 2007) (42 U.S.C. 8259b).

\_\_\_\_ (41)(i) 52.223-16, Acquisition of EPEAT®-Registered Personal Computer Products (OCT 2015) (E.O.s 13423 and 13514).

\_\_\_\_ (ii) Alternate I (Jun 2014) of 52.223-16.

x (42) 52.223-18, Encouraging Contractor Policies to Ban Text Messaging While Driving (Aug 2011) (E.O. 13513).

\_\_\_\_ (43) 52.223-20, Aerosols (Jun 2016) (E.O. 13693).

\_\_\_\_ (44) 52.223-21, Foams (Jun 2016) (E.O. 13693).

x (45)(i) 52.224-3, Privacy Training (JAN 2017) (5 U.S.C. 552a).

\_\_\_\_ (ii) Alternate I (JAN 2017) of 52.224-3.

\_\_\_\_ (46) 52.225-1, Buy American--Supplies (May 2014) (41 U.S.C. chapter 83).

\_\_\_\_ (47) (i) 52.225-3, Buy American--Free Trade Agreements--Israeli Trade Act (May 2014) (41 U.S.C. chapter 83, 19 U.S.C. 3301 note, 19 U.S.C. 2112 note, 19 U.S.C. 3805 note, 19 U.S.C. 4001 note, Pub. L. 103-182, 108-77, 108-78, 108-286, 108-302, 109-53, 109-169, 109-283, 110-138, 112-41, 112-42, and 112-43.

\_\_\_\_ (ii) Alternate I (May 2014) of 52.225-3.

\_\_\_\_\_ (iii) Alternate II (May 2014) of 52.225-3.

\_\_\_\_\_ (iv) Alternate III (May 2014) of 52.225-3.

\_\_\_\_\_ (48) 52.225-5, Trade Agreements (AUG 2018) 19 U.S.C. 2501, et seq., 19 U.S.C. 3301 note).

\_\_\_\_\_ (49) 52.225-13, Restrictions on Certain Foreign Purchases (JUNE 2008) (E.O.'s, proclamations, and statutes administered by the Office of Foreign Assets Control of the Department of the Treasury).

\_\_\_\_\_ (50) 52.225-26, Contractors Performing Private Security Functions Outside the United States (Oct 2016) (Section 862, as amended, of the National Defense Authorization Act for Fiscal Year 2008; 10 U.S.C. 2302 Note).

\_\_\_\_\_ (51) 52.226-4, Notice of Disaster or Emergency Area Set-Aside (Nov 2007) (42 U.S.C. 5150

\_\_\_\_\_ (52) 52.226-5, Restrictions on Subcontracting Outside Disaster or Emergency Area (Nov 2007) (42 U.S.C. 5150).

\_\_\_\_\_ (53) 52.232-29, Terms for Financing of Purchases of Commercial Items (Feb 2002) (41 U.S.C. 4505, 10 U.S.C. 2307(f)).

\_\_\_\_\_ (54) 52.232-30, Installment Payments for Commercial Items (Jan 2017) (41 U.S.C. 4505, 10 U.S.C. 2307(f)).

x (55) 52.232-33, Payment by Electronic Funds Transfer—System for Award Management (Oct 2018) (31 U.S.C. 3332).

\_\_\_\_\_ (56) 52.232-34, Payment by Electronic Funds Transfer—Other than System for Award Management (July 2013) (31 U.S.C. 3332).

\_\_\_\_\_ (57) 52.232-36, Payment by Third Party (MAY 2014) (31 U.S.C. 3332).

x (58) 52.239-1, Privacy or Security Safeguards (Aug 1996) (5 U.S.C. 552a).

\_\_\_\_\_ (59) 52.242-5, Payments to Small Business Subcontractors (JAN 2017)(15 U.S.C. 637(d)(13)).

\_\_\_\_\_ (60)(i) 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).

\_\_\_\_\_ (ii) Alternate I (Apr 2003) of 52.247-64.

\_\_\_\_\_ (iii) Alternate II (Feb 2006) of 52.247-64.

(c) The Contractor shall comply with the FAR clauses in this paragraph (c), applicable to commercial services, that the Contracting Officer has indicated as being incorporated in this contract by reference to implement provisions of law or Executive orders applicable to acquisitions of commercial items: (Contracting Officer check as appropriate.)

\_\_\_\_\_ (1) 52.222-17, Nondisplacement of Qualified Workers (May 2014) (E.O. 13495).

\_\_\_\_\_ (2) 52.222-41, Service Contract Labor Standards (AUG 2018) (41 U.S.C. chapter 67).

\_\_\_\_\_ (3) 52.222-42, Statement of Equivalent Rates for Federal Hires (MAY 2014) (29 U.S.C. 206 and 41 U.S.C. chapter 67).

\_\_\_\_\_ (4) 52.222-43, Fair Labor Standards Act and Service Contract Labor Standards--Price Adjustment (Multiple Year and Option Contracts) (AUG 2018) (29 U.S.C. 206 and 41 U.S.C. chapter 67).



\_\_\_\_\_ (5) 52.222-44, Fair Labor Standards Act and Service Contract Labor Standards--Price Adjustment (MAY 2014) (29 U.S.C 206 and 41 U.S.C. chapter 67).

\_\_\_\_\_ (6) 52.222-51, Exemption from Application of the Service Contract Labor Standards to Contracts for Maintenance, Calibration, or Repair of Certain Equipment--Requirements (MAY 2014) (41 U.S.C. chapter 67).

\_\_\_\_\_ (7) 52.222-53, Exemption from Application of the Service Contract Labor Standards to Contracts for Certain Services--Requirements (MAY 2014) (41 U.S.C. chapter 67).

\_\_\_\_\_ (8) 52.222-55, Minimum Wages Under Executive Order 13658 (DEC 2015) (E.O. 13658).

\_\_\_\_\_ (9) 52.222-62, Paid Sick Leave Under Executive Order 13706 (JAN 2017) (E.O. 13706).

\_\_\_\_\_ (10) 52.226-6, Promoting Excess Food Donation to Nonprofit Organizations (MAY 2014) (42 U.S.C. 1792).

(d) Comptroller General Examination of Record. The Contractor shall comply with the provisions of this paragraph (d) 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.

(e) (1) Notwithstanding the requirements of the clauses in paragraphs (a), (b), (c), and (d) of this clause, the Contractor is not required to flow down any FAR clause, other than those in this paragraph (e)(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 (Oct 2015) (41 U.S.C. 3509).

(ii) 52.203-19, Prohibition on Requiring Certain Internal Confidentiality Agreements or Statements (JAN 2017) (section 743 of Division E, Title VII, of the Consolidated and Further Continuing Appropriations Act, 2015 (Pub. L. 113-235) and its successor provisions in subsequent appropriations acts (and as extended in continuing resolutions)).

(iii) 52.204-23, Prohibition on Contracting for Hardware, Software, and Services Developed or Provided by Kaspersky Lab and Other Covered Entities (Jul 2018) (Section 1634 of Pub. L. 115-91).

(iv) 52.204-25, Prohibition on Contracting for Certain Telecommunications and Video Surveillance Services or Equipment. (AUG 2019) (Section 889(a)(1)(A) of Pub. L. 115-232).

(v) 52.219-8, Utilization of Small Business Concerns (Oct 2018) (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 \$700,000 (\$1.5 million for construction of any public facility), the subcontractor must include 52.219-8 in lower tier subcontracts that offer subcontracting opportunities.

(vi) 52.222-17, Nondisplacement of Qualified Workers (MAY 2014) (E.O. 13495). Flow down required in accordance with paragraph (l) of FAR clause 52.222-17.

(vii) 52.222-21, Prohibition of Segregated Facilities (Apr 2015).

(viii) 52.222-26, Equal Opportunity (Sep 2016) (E.O. 11246).

(ix) 52.222-35, Equal Opportunity for Veterans (Oct 2015) (38 U.S.C. 4212).

(x) 52.222-36, Equal Opportunity for Workers with Disabilities (Jul 2014) (29 U.S.C. 793).

(xi) 52.222-37, Employment Reports on Veterans (Feb 2016) (38 U.S.C. 4212).

(xii) 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.

(xiii) 52.222-41, Service Contract Labor Standards (Aug 2018), (41 U.S.C. chapter 67).

(xiv) \_\_\_\_\_ (A) 52.222-50, Combating Trafficking in Persons (JAN 2019) (22 U.S.C. chapter 78 and E.O. 13627).

\_\_\_\_\_ (B) Alternate I (March 2, 2015) of 52.222-50 (22 U.S.C. chapter 78 and E.O. 13627).

(xv) 52.222-51, Exemption from Application of the Service Contract Labor Standards to Contracts for Maintenance, Calibration, or Repair of Certain Equipment--Requirements (May 2014) (41 U.S.C. chapter 67.)

(xvi) 52.222-53, Exemption from Application of the Service Contract Labor Standards to Contracts for Certain Services--Requirements (May 2014) (41 U.S.C. chapter 67)

(xvii) 52.222-54, Employment Eligibility Verification (Oct 2015) (E. O. 12989).

(xviii) 52.222-55, Minimum Wages Under Executive Order 13658 (Dec 2015) (E.O. 13658).

(xix) (A) 52.224-3, Privacy Training (JAN 2017) (5 U.S.C. 552a).

(B) Alternate I (JAN 2017) of 52.224-3.

(xx) 52.222-62 Paid Sick Leave Under Executive Order 13706 (JAN 2017) (E.O. 13706).

(xxi) 52.225-26, Contractors Performing Private Security Functions Outside the United States (Oct 2016) (Section 862, as amended, of the National Defense Authorization Act for Fiscal Year 2008; 10 U.S.C. 2302 Note).

(xxii) 52.226-6, Promoting Excess Food Donation to Nonprofit Organizations. (May 2014) (42 U.S.C. 1792). Flow down required in accordance with paragraph (e) of FAR clause 52.226-6.

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

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

(End of clause)

## CLAUSES INCORPORATED BY FULL TEXT

## 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 10 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; provided that the Government gives the Contractor a preliminary written notice of its intent to extend at least 60 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 60 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): <http://www.acquisition.gov/>.

(End of clause)

## 252.227-7020 RIGHTS IN SPECIAL WORKS (JUN 1995)

(a) Applicability. This clause applies to works first created, generated, or produced and required to be delivered under this contract.

(b) Definitions. As used in this clause:

(1) "Computer data base" means a collection of data recorded in a form capable of being processed by a computer. The term does not include computer software.

(2) "Computer program" means a set of instructions, rules, or routines recorded in a form that is capable of causing a computer to perform a specific operation or series of operations.

(3) "Computer software" means computer programs, source code, source code listings, object code listings, design details, algorithms, processes, flow charts, formulae and related material that would enable the software to be reproduced, recreated, or recompiled. Computer software does not include computer data bases or computer software documentation.

(4) "Computer software documentation" means owner's manuals, user's manuals, installation instructions, operating instructions, and other similar items, regardless of storage medium, that explain the capabilities of the computer software or provide instructions for using the software.

(5) "Unlimited rights" means the rights to use, modify, reproduce, perform, display, release, or disclose a work in whole or in part, in any manner, and for any purpose whatsoever, and to have or authorize others to do so.

(6) The term "works" includes computer data bases, computer software, or computer software documentation; literary, musical, choreographic, or dramatic compositions; pantomimes; pictorial, graphic, or sculptural compositions; motion pictures and other audiovisual compositions; sound recordings in any medium; or, items of similar nature.

(c) License rights.

(1) The Government shall have unlimited rights in works first produced, created, or generated and required to be delivered under this contract.

(2) When a work is first produced, created, or generated under this contract, and such work is required to be delivered under this contract, the Contractor shall assign copyright in those works to the Government. The Contractor, unless directed to the contrary by the Contracting Officer, shall place the following notice on such works: "<Copyright> (Year date of delivery) United States Government, as represented by the Secretary of (department). All rights reserved."

For phonorecords, the "<Copyright>" markings shall be replaced by a "P".

(3) The Contractor grants to the Government a royalty-free, world-wide, nonexclusive, irrevocable license to reproduce, prepare derivative works from, distribute, perform, or display, and to have or authorize others to do so, the Contractor's copyrighted works not first produced, created, or generated under this contract that have been incorporated into the works deliverable under this contract.

(d) Third party copyrighted data. The Contractor shall not incorporate, without the written approval of the Contracting Officer, any copyrighted works in the works to be delivered under this contract unless the Contractor is the copyright owner or has obtained for the Government the license rights necessary to perfect a license of the scope identified in paragraph (c)(3) of this clause and, prior to delivery of such works--

(1) Has affixed to the transmittal document a statement of the license rights obtained; or

(2) For computer software, has provided a statement of the license rights obtained in a form acceptable to the Contracting Officer.

(e) Indemnification. The Contractor shall indemnify and save and hold harmless the Government, and its officers, agents and employees acting for the Government, against any liability, including costs and expenses, (1) for violation of proprietary rights, copyrights, or rights of privacy or publicity, arising out of the creation, delivery, use, modification, reproduction, release, performance, display, or disclosure of any works furnished under this contract, or (2) based upon any libelous or other unlawful matter contained in such works.

(f) Government-furnished information. Paragraphs (d) and (e) of this clause are not applicable to information furnished to the Contractor by the Government and incorporated in the works delivered under this contract.

(End of clause)

## 252.232-7006 WIDE AREA WORKFLOW PAYMENT INSTRUCTIONS (DEC 2018)

(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.

“Payment request” and “receiving report” are defined in the clause at 252.232-7003, Electronic Submission of Payment Requests and Receiving Reports.

(b) Electronic invoicing. The WAWF system provides the method to electronically process vendor payment requests and receiving reports, as authorized by Defense Federal Acquisition Regulation Supplement (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.sam.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 shall use the following information when submitting payment requests and receiving reports in WAWF for this contract or task or delivery order:

(1) Document type. The Contractor shall submit payment requests using the following document type(s):

(i) For cost-type line items, including labor-hour or time-and-materials, submit a cost voucher.

(ii) For fixed price line items—

(A) That require shipment of a deliverable, submit the invoice and receiving report specified by the Contracting Officer.

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(B) For services that do not require shipment of a deliverable, submit either the Invoice 2in1, which meets the requirements for the invoice and receiving report, or the applicable invoice and receiving report, as specified by the Contracting Officer.

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(iii) For customary progress payments based on costs incurred, submit a progress payment request.

(iv) For performance based payments, submit a performance based payment request.



(v) For commercial item financing, submit a commercial item financing request.

(2) Fast Pay requests are only permitted when Federal Acquisition Regulation (FAR) 52.213-1 is included in the contract.

[Note: The Contractor may use a WAWF “combo” document type to create some combinations of invoice and receiving report in one step.]

(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\*

<i>Field Name in WAWF</i>	<i>Data to be entered in WAWF</i>
Pay Official DoDAAC	HQ0790
Issue By DoDAAC	H98210
Admin DoDAAC**	H98210
Inspect By DoDAAC	H91330
Ship To Code	_____
Ship From Code	_____
Mark For Code	_____
Service Approver (DoDAAC)	H91330
Service Acceptor (DoDAAC)	H91330__
Accept at Other DoDAAC	_____
LPO DoDAAC	_____
DCAA Auditor DoDAAC	_____
Other DoDAAC(s)	_____

(4) Payment request. The Contractor shall ensure a payment request includes documentation appropriate to the type of payment request in accordance with the payment clause, contract financing clause, or Federal Acquisition Regulation 52.216-7, Allowable Cost and Payment, as applicable.

(5) Receiving report. The Contractor shall ensure a receiving report meets the requirements of DFARS Appendix F.

(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.

“Not applicable.”

(2) Contact the WAWF helpdesk at 866-618-5988, if assistance is needed.

(End of clause)

PERFORMANCE WORK STATEMENT

**Performance Work Statement (PWS)  
Strategic Communications**

**1.0 INTRODUCTION** The Defense Civilian Personnel Advisory Service (DCPAS), requires contract support to perform full-service strategic communications. This requirement will provide services associated with developing communications plans, , identifying target audiences, design and development of informational materials (i.e., briefing cards, handouts, brochures, posters), developing website content, and creating short videos for posting to social media for informational purposes.

**2.0 BACKGROUND**

2.1 DCPAS leads the Department of Defense enterprise in the development and delivery of civilian personnel policies and Human Resources (HR) solutions that strengthen mission readiness. Developing and implementing civilian human resources programs, policies, and services and performs work on behalf of the Under Secretary of Defense for Personnel & Readiness [USD (P&R)]. Policy guidance for the DCPAS program is provided by the Deputy Assistant Secretary of Defense for Civilian Personnel Policy [DASD (CPP)] Office.

2.2 DCPAS requires a strategic framework and tactical plan for communications to ensure the right audience receives the right information at the right time. DCPAS needs assistance in designing a comprehensive plan to purposefully deploy its various communication vehicles to deliver key messages about civilian HR systems, policies, and programs, as well as operational and service changes. The plan must provide for tailored communications to particular audiences, including internal Department of Defense (DoD) employees and military members, as well as external audiences. The contractor shall assist the government in developing this plan for government personnel to engage with key stakeholders.<sup>1</sup>

**3.0 SCOPE** The Contractor shall provide the personnel, equipment, materials, and management to provide a full range of communications planning services. Services include strategies, communication vehicles optimization, enterprise messaging, assessment, social media strategies, rules of engagement, tools, information dissemination, public relations, planning/research, and storyboards. The services shall complement and support each DCPAS Line of Business: 1. Planning & Accountability; 2. Employment & Compensation; 3. Benefits, Wage, & Non-appropriated Fund Policy; 4. Talent Development; 5. Labor & Employee Relations; 6. Enterprise Solutions & Integration; 7. Executive Resource Management Office. Additionally, services will be compatible with other Department of Defense (DoD) HR activities. Contract performance shall enable DCPAS to carry out an effective communications strategy in educating and sharing information related to civilian HR policies, programs, operations, and services to all Department of Defense civilian employees, managers, supervisors, and leaders. In doing so, the aforementioned group will increase their understanding of all things civilian HR that impact them directly; i.e., benefits, rules for hiring, developmental programs and services, work-life programs and policies, etc. Furthermore, this plan will assist the government with the dissemination of real-time information about changes in civilian HR policies, programs, operations, and services.

**4.0 REQUIREMENTS** *The Contractor shall:*

4.1 Provide Web Communications (Strategic Communications). Provide interactive communications services related to the development of content for the DCPAS website, planning, and execution of online information (videos, social media, and images), planning, and execution of other forms of interactive media – including new and emerging forms of technology.

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<sup>1</sup> All external communications must be structured to comply with statutory prohibitions on publicity and propaganda such as 10 U.S.C. § 2241a and Sections 503 and 523 of Public Law 115-245 (2018) and must have government approval before publishing.

4.1.1. Develop messaging and deployment strategy for the Government's two websites: dcpas.osd.mil and godefense.cpms.osd.mil (e.g., copy, videos, and images) for approval by the DCPAS Enterprise Solutions and Integration Team and the DCPAS Strategic Outreach and Recruitment Team. Provide/coordinate necessary updates (e.g., photo changes, updated links, video updates, and recommended architectural improvements) to the DCPAS website POC.

4.1.2. Leverage Change Management methodology to develop important messaging plans and tools for delivering important messages to internal and external Department of Defense (DoD) stakeholders about program updates and events (e.g., publishing of civilian human resources new and/or changes to policies, programs, and/or services impacting the DoD civilian workforce, conferences, training events). Stakeholders include: DoD HR Specialists, leaders, managers, supervisors, civilian employees, and military personnel as well as other federal partners such as the Office of Personnel Management, the Office of Management and Budget, and Congress. These tools shall include rules for federal employees to use in crafting and delivering messages via phone, email, meetings, teleconferences, web conferences, website, social media, and via other communication vehicles and events.

4.1.3. Research and assist with implementing best practices/interactive tools for increased "user experience" with the DCPAS Strategic Outreach and Recruitment (SOAR) Branch website, e.g., job search integration with USAJobs.gov, social media feeds, interactive job category search and description capability, and other cutting edge technology to help inform internal and external DoD consumers about being a federal "civilian" within the Department.

4.1.4. Ensure website is within 508 compliance and provide Government with bi-annual compliance reports.

4.2. Public Relations. Assist Government in strategizing, coordinating, and executing all Public Relations (PR) programs and services to positively reach target audiences.

4.2.1. Analyze existing strategic communication plan and provide recommendations. Assist government with updating strategic communication plan.

4.2.2 Develop Department-wide informational campaign to increase recognition of DoD as an employer of choice for civilians and a prime source for careers at all levels. Key demographics include: students and recent graduates, persons with disabilities, diverse candidates, and hard-to-fill career fields such as cyber security. The Contractor shall create multiple deliverables to include strategies, slogans and graphics for DCPAS use in Government owned or operated online, social media, mobile, press, magazine, storyboards, etc., multi-tier activity and maintenance.

4.2.3. Leverage Change Management methodology to assist the Government with developing content/messaging for the DCHRMS portfolio to communicate to key DoD and other Federal stakeholders demonstrating the changes to the civilian IT portfolio and their impact.

4.2.4. DCHRMS Campaign. Assist the government in developing, planning and executing a communications campaign to gain stakeholder confidence with change management strategies and shared information. The campaign shall be executed through existing government owned or operated media via integrated print, broadcast, online, and internal PR efforts. For example, this includes assisting government in creating a robust and strategic communications plan, providing communications planning support (including materials such as corporate identity logos), brochures, handouts (printouts, signs, and posters). Any products created as part of the performance of this PWS will become the property of the DoD.

4.2.5. Develop DCHRMS messaging and change management strategies that describes IT services in terms of their business value to the customer, i.e., DoD HR Specialists, leaders, managers, supervisors, civilian employees, and military.

4.2.6. Assist the Government in fostering and informing the workforce about DCHRMS and other civilian HR upcoming events, key policies, services through Department communications channels.

4.2.7 Assist the Government in developing DCHRMS-related content for DoD communication channels, including social media platforms such as DCHRMS website, YouTube, Instagram, Twitter, LinkedIn, and/or others as

required, and update the channels as needed. For products of any kind created under this contract, the contractor shall design content for use in DoD channels only, not for any paid advertisement outlets.

4.3. Assist the Government in developing and producing press releases, public affairs guidance, press kits, media cards, and other media materials as needed, for DCHRMS and other civilian HR upcoming events for DCPAS to use in coordinating public affairs efforts through the Under Secretary of Defense for Public Affairs.

4.4. Creative Development. Provide creative work that fully embraces DCPAS mission and that is well conceived to execute multi-disciplinary information communications programs. Produce and deliver creative work across various government owned or operated media that is based on relevant planning insights.

4.4.1. Assist the government with reaching the ultimate consumers of the civilian IT portfolio via messaging and informational materials.

4.5. Production Services. Provide all production services required for the execution of integrated, corporate identity planning, informational and communications programs (including research, broadcast (online, social media), print and PR. Such production capabilities include all forms of art and graphic services; all forms of photography and videography services; information production and the revision/editing of all materials in any media format.

4.6. Provide monthly reports monitoring each project's deadlines/milestones and the status of actions. The report shall be provided to the Contracting Officer's Representative (COR), DCPAS leadership, and Communications Lead via email.

4.6.1 Submit a comprehensive and detailed plan to DCPAS within 60 days of beginning work that includes a statement of key objectives, strategies for achieving them, expected outcomes, and evaluation procedures. The activities detailed in the plan shall be executable and feasible within the constraints provided by DCPAS. After DCPAS has reviewed the plan and the COR has provided feedback/guidance, the Contractor shall make any adjustments to the plan including if DCPAS decides the plan is not executable and/or feasible.

4.6.2. Maintain, inventory, trademark, copyright, and preserve all digital content and files, tapes, videos, slides, negatives, and any other items produced by the Contractor on behalf of DCPAS required for continuity and protection. All intellectual property rights in any materials provided or delivered to the Government shall be transferred to the Department of Defense. The Contractor shall not destroy, discard, transfer, or otherwise relinquish ownership or possession of any such items without the COR's written approval.

4.6.3. Maintain all master video and audio recordings, irrespective of medium, along with complete documentation concerning talent contracts, music rights, and other items pertaining to video production/broadcast, use or distribution of any broadcast products. All video broadcast products are the property of DCPAS and will be provided in editable format by the Contractor, on request, with use limited only by talent contracts.

4.6.4. Conduct a semi-annual inventory of materials generated during the contract, which lists all items stored and maintained by the Contractor, to include storage location.

4.6.5. Coordinate, execute, manage, and maintain all talent contracts, talent residuals, music rights, and other information pertaining to the usage or distribution of any video broadcast products.

4.6.6. Secure end-user licensing agreements to enable Government's unlimited access and use of commercial fonts and font libraries across all developed information products/materials.

4.7. Corporate Identity Strategy Research and Reporting. As needed, conduct corporate identity strategy research, special studies, analysis, and reporting. Review, revise, analyze, report on and/or customized corporate identity/media research and special studies to DCPAS.

4.7.1 Assist government with implementing corporate identity strategies for materials to provide a consistent look and feel that represents DCPAS mission and/or initiatives. Ensure all materials are visually appealing leveraging Government-approved guidelines.

4.7.2. Develop a thorough understanding of the DoD target audiences (i.e., federal civilians, DoD human resources and other functional communities, military veterans, transitioning service members, students, family members civilian employees, military supervisors of civilians, labor union members, and prospective employees at large) to develop persuasive, effective communications.

4.7.3. Conduct user testing for DCPAS Strategic Recruitment and Outreach website, <https://godefense.cpms.osd.mil>, and transfer Government approved site updates to DCPAS website POC upon testing recommendations.

4.7.4. Provide experienced advice (information on DoD as a great place to work) on DCPAS research (previous DCPAS recruitment studies) and, for all research, the ability to generate actionable insights for outreach from the results and information.

4.8. Contractor Personnel. Provide a highly professional and experienced communications team assist developing content for review and approval by the government personnel who lead and manage the DCPAS Strategic Outreach and Recruitment website, <https://godefense.cpms.osd.mil>, communications efforts. The team requires professional experience in developing integrated communications similar in scope to the DCPAS Program. Maintain stable workforce to ensure communications goals are being met.

4.8.1. Performance of the PWS requires familiarity with all aspects of communications, including traditional and emerging media, interactive information, publication design, production and printing, social media, and public relations.

4.9. Collateral Materials. Provide support to the Government with the following communications services by developing collateral materials that foster or augment information and DoD civilian awareness efforts (e.g., pamphlets, booklets, brochures, leaflets, newsletters, catalogs, printed and/or electronic displays, posters), and by developing trade show/exhibits.

4.10. Participate in a Post-Award Conference. This meeting shall provide an introduction between the Contractor personnel and 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 the Government 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.

4.12 Evaluate key performance indicators to measure effectiveness of information communication strategies.

## 5.0 DELIVERABLES

Deliverable	PWS Ref.	Delivery Date
Post award conference	4.10	Not Later than (NLT) 5 days after contract award
Collateral Materials	4.9	Within 30 days of request
Monthly Status Report	4.6	Third Business Day of Each Month
Project Management Plan	4.6.1	Within 60 days of contract start date
Updates from testing results of the DCPAS Strategic Recruitment and Outreach website	4.7.3	Within 30 days of test



Deliverable	PWS Ref.	Delivery Date
Corporate Identity Strategy Research Report	4.7	30 Days from completion of analysis
Develop content for DoD communication channels	4.4	Within 120 days of contract award

## 6.0 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 the Defense Civilian Personnel Advisory Service (DCPAS) 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, unless a later date is otherwise authorized by the Office of the Under Secretary of Defense (Personnel and Readiness). Contractors may direct questions to the help desk at help desk at: <http://www.ecmra.mil>

## 7.0 CONTRACTOR TRAVEL

No travel is anticipated for this requirement.

## 8.0 SECURITY

**8.1 Physical Security.** The Contractor shall safeguard all Government property and controlled forms provided for Contractor use and adhere to the Government property requirements contained in this contract. At the end of each workday, all Government facilities, equipment, and materials shall be secured.

**8.2 Pass and Identification Items.** The Contractor shall ensure the pass and identification items required for contract performance are obtained for employees and non-government owned vehicles.

**8.2.1** Comply with HSPD-12 Personal Identity Verification (PIV) issuance requirements, known as the Common Access Card (CAC). Be responsible for obtaining CAC or PIV ready status prior to contract start.

**8.2.2** The Contractor shall maintain a current listing of employees. Within 10 calendar days of contract award, the Contractor shall securely provide the COR a list with the names, social security numbers, and date of birth of all employees performing on the contract. An updated listing shall be provided when an employee's status or information changes.

**8.3 Retrieving Identification Media.** The Contractor shall retrieve all identification media, including vehicle passes from employees who depart for any reason before the contract expires; e.g. terminated for cause, retirement, etc.

**8.4 Weapons, Firearms, and Ammunition.** Contractor employees are prohibited from possessing weapons, firearms, or ammunition, on themselves or within their contractor-owned vehicle or privately-owned vehicle while on all DHRA installations.

**8.5 For Official Use Only (FOUO).** The Contractor shall comply with DoD 5400.7-R, Chapter 4, DoD Freedom of Information Act (FOIA) Program, requirements. This regulation sets policy and procedures for the disclosure of records to the public and for marking, handling, transmitting, and safeguarding FOUO material.

**8.6 Reporting Requirements.** Contractor personnel shall report to an appropriate authority any information or circumstances of which they are aware may pose a threat to the security of DOD personnel, Contractor personnel, resources, and classified or unclassified defense information.

**8.7 Key Control/Access Badge Control.** The Contractor shall establish and implement methods of making sure all keys/badges issued to the Contractor by the Government are not lost or misplaced and are not used by

unauthorized persons. The Contractor shall not duplicate any keys issued by the Government.

**8.7.1 Prohibited Use.** The Contractor shall prohibit the use of keys, issued by the Government, by any persons other than the Contractor's employees and the opening of locked areas by Contractor employees to permit entrance of persons other than Contractor employees engaged in performance of contract work requirements in those areas.

**8.8 Lock Combinations.** The Contractor shall control access to all government provided lock combinations to preclude unauthorized entry. The Contractor is not authorized to record lock combinations without written approval by the COR. Records with written combinations to authorized secure storage containers, secure storage rooms, or certified vaults, shall be marked and safeguarded at the highest classification level as the classified material maintained inside the approved containers.

**8.9 Government Furnished Equipment (GFE).** The Contractor shall establish and implement procedures to ensure all GFE to include laptops and other data processing devices, issued to the Contractor by the Government are not lost or misplaced, are not used by unauthorized persons or are not subject to unauthorized external devices. The Contractor shall immediately report to the COR any occurrences of lost GFE within two (2) hours of discovery of occurrence. In the event that GFE is lost, the Contractor may be required, upon written direction of the CO, to replace the equipment at no additional cost to the Government. The Government may replace the equipment and deduct the cost of such from the monthly payment due the Contractor.

**8.10 Conduct while on Government Installation.** The CO may direct the contractor to remove an employee(s) from an assignment under this contract for reasons of security or misconduct. Where the reasons for the removal request is due solely for security or misconduct by the employee(s), the replacement shall be at the contractor's expense and not chargeable to the government.

## **9.0 GOVERNMENT FURNISHED PROPERTY/EQUIPMENT/INFORMATION**

(GFP/GFE/GFI) Government will provide access to all web site content and other Agency information needed to conduct the mission.

## **10.0 PLACE OF PERFORMANCE**

Contractor's Location.

## **11.0 QUALITY CONTROL**

The contractor shall implement and maintain a Quality Control Plan (QCP) to ensure work performed conforms to the scope of work and meets the requirements under this PWS. The QCP shall, at a minimum provide a method for performing inspections; identifying, correcting and preventing problems/defective service; addressing customer complaints, and improving the quality of services over the life of the contract.

## **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.

12.2. Contract Discrepancy Report (CDR). In the event of unsatisfactory contractor performance, the COR or CO 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 PERFORMANCE REQUIREMENT SUMMARY (PRS)**

14.1 Purpose. The PRS lists performance objectives for the required services the Government will surveil. The absence of any contract requirement from the PRS shall not detract from its enforceability nor limit the rights or remedies of the Government under any other provision of the contract including the clauses entitled "Inspection of Services" or "Inspection" or "Default" in Section E and Section I of the contract.

14.2 Components. The PRS states the performance objective (required service), and threshold (performance standard, accept and reject points (if applicable)) in either a qualitative or quantitative fashion for each critical success factor.

<b>Performance Objective</b>	<b>PWS paragraph</b>	<b>Performance Standard/Acceptable Quality Level</b>
Provide qualified people at contract start	4.8	Performance is acceptable when qualified personnel are on the job at contract start, unless previously negotiated by the CO
Maintain stable workforce	4.8	Less than 5% Lapse Rate across all contracted positions
Effectively replaces/ substitutes personnel	4.8	Performance is acceptable when: a) Vacancies are filled with qualified personnel within 14 days of vacancy, unless approved in writing or otherwise directed in advance by the CO AND b) there is no mission impact due to position vacancies or unqualified personnel
Develop and submit all required deliverables	5.0	Performance is acceptable when: a) 100% of deliverable requirements are met and received on time AND b) critical information is accurate with no more than one rewrite per deliverable

#### **15.0 Mandatory Training Requirement for Contractor:**

Contractor employees performing under this contract shall complete the following mandatory trainings within 30 days of contract award and date of any option exercised. If additional mandatory training is required, amendment or modification will be issued to incorporate the changes.

1. DoD Training on Unauthorized Disclosures IAW OSD Memorandum dated September 19, 2017 and the training is currently available at <https://securityawareness.usalearning.gov/disclosure/index.html>



2. Privacy Act and Personally Identifiable Information IAW DoDD 5400.11 dated October 29, 2014 and the training is currently available at <https://securityawareness.usalearning.gov/piiv2/index.htm>
3. IT Security Awareness IAW 5 CFR 930.301 and the training is currently available at [https://iatraining.disa.mil/eta/disa\\_cac2018/launchPage.htm](https://iatraining.disa.mil/eta/disa_cac2018/launchPage.htm)
4. National Insider Threat IAW Executive Order 13587 and the training is currently available at <https://securityawareness.usalearning.gov/itawareness/index.htm>
5. Counterintelligence Awareness and Reporting Training IAW DoDD 5240.06 and the training is currently available at <https://securityawareness.usalearning.gov/cidod>

The Contractor program manager shall provide a copy of its employee(s)' training certificate to the Contracting Officer's Representative (COR) to meet the mandatory training requirements. The CORs shall maintain the contractor's certificate(s) in the COR file or CORT.

## **16.0 Appendices**

- Appendix A – Section 508 Compliance

### **APPENDIX A**

#### **Section 508 Compliance**

The following Section 508 Accessibility Standard(s) are applicable to this acquisition.

##### **Technical Standards**

- 1194.22 - Web Based Intranet and Internet Information and Applications
- 1194.23 - Telecommunications Products
- 1194.24 - Video and Multimedia Products
- 1194.41 - Information, Documentation and Support

##### **Functional Performance Criteria**

- 1194.31 - Functional Performance Criteria