

TABLE OF CONTENTS

	Page
TABLE OF CONTENTS	2
<u>SECTION B - SUPPLIES AND PRICE/COST</u>	
B-1 SCHEDULE OF ITEMS: SERVICES AND ESTIMATED COSTS	4
<u>SECTION C - DESCRIPTION/SPECIFICATIONS/WORK STATEMENT</u>	
C-1 STATEMENT OF WORK/SPECIFICATIONS	5
C-2 QUALITY ASSURANCE SURVEILLANCE PLAN	12
<u>SECTION D - PACKAGING AND MARKING</u>	
D-1 MARKING DELIVERABLES	13
D-2 PACKING FOR DOMESTIC SHIPMENT	13
<u>SECTION E - INSPECTION AND ACCEPTANCE</u>	
E-1 INSPECTION AND ACCEPTANCE	14
<u>SECTION F - DELIVERIES OR PERFORMANCE</u>	
F-1 PLACE OF DELIVERY	15
F-2 PERIOD OF PERFORMANCE	15
F-3 IDENTIFICATION OF CONTRACT DELIVERABLES	15
F-4 TIME OF DELIVERY	16
<u>SECTION G - CONTRACT ADMINISTRATION DATA</u>	
G-1 INVOICE REQUIREMENT	27
G-2 METHOD OF PAYMENT	28
G-3 PAYMENT DUE DATE	28
G-4 CONTRACT ADMINISTRATION	29
G-5 CONTRACTING OFFICER'S REPRESENTATIVE (COR) AND CONTRACTING OFFICER'S TECHNICAL REPRESENTATIVE (COTR)	33
G-6 GOVERNMENT FURNISHED DATA	
<u>SECTION H - SPECIAL CONTRACT REQUIREMENTS</u>	
H-1 PRINTING	33
H-2 PAPERWORK REDUCTION ACT	33
H-3 KEY PERSONNEL	34
H-4 OMBUDSMEN	

TABLE OF CONTENTS (CONTINUED)

	Page
<u>SECTION L - INSTRUCTIONS, CONDITIONS, AND NOTICES TO OFFERORS</u>	
L-1 INSTRUCTIONS TO OFFERORS	35
L-2 INSTRUCTIONS FOR THE PREPARATION OF TECHNICAL AND BUSINESS PROPOSALS	39
L-3 SMALL BUSINESS NORTH AMERICAN INDUSTRY SYSTEM (NAICS)	41
L-4 PAST PERFORMANCE AND SYSTEMIC IMPROVEMENT	42
L-5 SPECIAL INSTRUCTIONS, CONDITIONS, AND NOTICES	43
L-6 PRE-PROSPOSAL CLARIFICATIONS	43
L-7 SERVICE OF PROTEST	44
<u>SECTION M - EVALUATION FACTORS FOR AWARD</u>	
M-1 EVALUATION OF OPTION YEARS	45
M-2 EVALUATION FOR AWARD	45

SECTION B - SUPPLIES OR SERVICES AND PRICES/COSTS

B-1 SCHEDULE OF ITEMS

Estimated Supplies & Services	Estimated Costs
Base Year (Task 1)	
Year Two	
Year Three	

SECTION C – DESCRIPTION/SPECIFICATION/WORK STATEMENT

C-1 STATEMENT OF WORK/SPECIFICATIONS (AGAR 452.211-72) (FEB 1988)

The Contractor shall furnish the necessary personnel, material, equipment, services and facilities (except as otherwise specified), to perform the following Statement of Work.

PURPOSE

The purpose of this solicitation is to obtain a contractor that can educate potentially eligible individuals in the Hispanic community about the nutrition benefits of the Food Stamp Program (FSP) and how to apply. The scope of work is to develop and implement FSP outreach, nutrition education, and media activities. These efforts will:

- Focus on low-income Hispanic individuals (dominant Spanish and English speaking) in local communities;
- Combat negative welfare stigma in the Hispanic community by emphasizing the FSP as a nutrition and work support program;
- Increase accurate knowledge of FSP rules and raise awareness of the FSP; and,
- Include key nutrition messages in a culturally competent fashion that educate potentially eligible Hispanics about the benefits of the FSP, the role the FSP plays to help them achieve self-sufficiency, and how to apply.

The strategies employed in outreach, nutrition education, and media efforts implemented must:

- Have strong ties to local Hispanic communities;
- Be based on health-communication models commonly used in social marketing efforts to low-income Hispanic populations (both dominant Spanish and English speaking);
- Build on the existing resources, tools, and materials already developed by the Food and Nutrition Service (FNS);
- Coordinate efforts with the separate FSP national media campaign contractor; and
- Coordinate efforts with State/local food stamp offices and other community partners.

In the base and option years of the contract, subtasks will be awarded by the Contracting Officer based on availability of funding, needs of the FNS, and performance of the contractor.

BACKGROUND

What Are the Benefits of the FSP?

The domestic nutrition assistance programs of the FNS increase food security and reduce hunger in partnership with cooperating organizations by providing low-income people with access to food, a healthful diet, and nutrition education in a manner that supports American agriculture and inspires public confidence.

The FSP is the cornerstone of the nation's nutrition safety net. It is the largest of the USDA's 15 domestic nutrition assistance programs. The FSP helps low-income households supplement their food purchases to enable them to buy the food they need for good health, and helps low-income people make the transition from welfare-to-work and become self-sufficient.

Participants in the FSP receive a monthly allotment of benefits via an electronic benefit card, similar to a bank card, which is used to purchase food at authorized retail stores and farmers' markets. Communities benefit from the economic impact of food stamp redemption in local stores. Every \$5.00 in new food stamp benefits generates \$9.20 in additional community spending. FNS establishes the national program policy and manages the FSP at the Federal level. Each State administers the FSP according to the FSP Act and the program policy as directed by FNS. States have some options in how they administer their programs and can also request waivers of some regulations.

What Are the Trends in Food Stamp Participation?

Participation in the FSP among people who are eligible for food stamp benefits fluctuates according to changes in policy, the economy, and public awareness. According to the most recent available data, the FSP participation rate in fiscal year 2003 among those eligible for the FSP was 56 percent.

In March 1994, participation in the FSP peaked at 28 million individuals. By July 2000, participation dropped to 16.9 million individuals. Participation began rising in 2001 due to changes in economic conditions, eligibility rules, and operational streamlining. For example, eligibility was restored for eligible noncitizens, vehicle rules were relaxed, States enacted waivers to simplify their programs, and FNS emphasized improved access to food stamp benefits. In Fiscal Year (FY) 2004, the FSP delivered benefits to 23.9 million people per month, at a total cost of more than \$27 billion. About 17 percent of the food stamp household heads were Hispanic in 2004.

Why Is a Hispanic Focus Needed?

The proportion of Hispanics in the United States is increasing. According to a U.S. Census Bureau news release on May 10, 2006, Hispanics are the largest minority group at 42.7 million. With a 3.3-percent increase in population from July 1, 2004 to July 1, 2005, they are the fastest growing population. The Census Bureau projections show that

Hispanics will account for 44 percent of the total population's growth between 1995 and 2025.

Hispanic families are much more likely to live in poverty and experience food insecurity than white non-Hispanic households. While 11.2 percent of all U.S. households were food insecure at some time during 2003, the prevalence of food insecurity among Hispanic families was more than 22 percent.

Many low-income Hispanics participate in the FSP, but there are a large number who do not. In 2002, only 4 out of every 10 people in food stamp eligible households with a Hispanic head of household participated in the program.

To better reach and educate the Hispanic audience about the nutrition benefits of the FSP, a targeted, culturally appropriate strategy that focuses on outreach at the community level is needed. This strategy at the local level must complement existing national efforts that promote good nutrition. At the same time, the strategy must build on or establish partnerships with State/local food stamp offices. It is imperative that once applicants make an informed decision to apply for benefits, they have access to excellent customer service.

Can You Provide Examples of Marketing and Outreach Activities That Might Be Performed Under This Contract?

A variety of methods can be used to inform low-income Hispanic individuals (Spanish and English dominant) about the nutrition benefits of the FSP. The following are some examples of activities that could be proposed by the contractor:

- Word-of-mouth is an important way to reach Hispanic individuals. To accomplish this, the contractor and community partners could work together to arrange events such as health fairs, festivals, or outreach caravans to help educate and enroll people in the FSP.
- Events such as cooking demonstrations at grocery stores can be scheduled at locations where the FSP national media paid radio announcements are being aired.
- Events can be scheduled at locations where the FSP Spanish-language TV ads are being aired. (Television concept is under development. It was focus-group tested in the spring of 2006.)
- The contractor can partner with Spanish-language radio and television stations to promote existing FSP television and radio public service announcements.
- The contractor can support FNS spokespersons or principals who are delivering speeches in certain Hispanic markets by distributing FSP materials, assisting in scheduling interviews with news media to promote the nutrition benefits of the FSP, etc.
- The contractor may partner with Spanish-language Internet or print media to promote the nutrition benefits of the FSP.

- The contractor may partner or participate in events with schools, libraries, businesses, faith-based organizations, Hispanic Chambers of Commerce, etc.
- Other. The contractor may submit other feasible, creative ideas via their proposal.

Why Do Eligible People Not Apply for Food Stamp Benefits?

Following are some reasons why people eligible for food stamp benefits do not apply:

- **Lack of Information About Eligibility:** Most people are familiar with the FSP but many low-income people don't think they are eligible for benefits. For example, some people believe that they are not eligible for food stamp benefits because they are employed, own a home or car, or because they no longer receive other types of public assistance such as Temporary Assistance for Needy Families (TANF).
- **Belief That Benefits Are Not Needed:** There is a perception among some individuals that they do not need food stamp benefits. Also, some individuals perceive that there is a limited amount of food stamp benefits available for everyone and others might need the benefits more than they do.
- **Expectation of Low Benefits:** Often, low-income people who are potentially eligible for benefits, especially the elderly, believe that they will only receive \$10 a month in food stamps, and it is not worth the time or expense to apply. While some households do receive \$10, the average monthly food stamp benefit is about \$86 (Fiscal Year 2004 data).
- **Stigma:** Many people still view food stamp benefits as welfare. They hesitate to be seen at the welfare department or fear that their employers, friends, or relatives will find out that they receive FSP benefits. Some do not want to be seen using food stamp benefits in grocery stores.
- **Complex Application Process:** The application process for food stamp benefits can be complex. It can be logistically complicated for low-income people to take unpaid time off of work, or arrange for child care and transportation, in order to visit the food stamp office multiple times. Applicants must locate verification documents and submit numerous ones to the local food stamp office. The application forms can be lengthy and challenging to complete for those with limited English skills or low literacy.
- **Public Charge:** Some applicants believe that if they apply and receive FSP benefits it will influence their chances of becoming a U.S. citizen or adjusting their future legal status.
- **Immigration Status:** Some applicants are not aware that legal residents and children born in the United States may be eligible even if some ineligible individuals are residing in the home.
- **Cultural Values:** Some Hispanics feel that acceptance of food stamp benefits and/or other forms of assistance is inconsistent with their sense of independence or work ethic (e.g., receiving food stamp benefits may give the impression that they are not able to care for their family).

What Is the FSP Doing To Increase Participation?

Increasing participation in the FSP is an FNS priority. Policy changes in the 2002 Farm Bill had an impact on eligibility and participation by legal immigrants. The 2002 Farm Bill lifted many of the restrictions on immigrant eligibility enacted under the 1996 Welfare Reform law. As a result, more than 150,000 legal immigrants were added to the FSP caseload in 2003 immediately after the provisions were implemented.

FNS conducts outreach efforts to inform and educate potentially eligible people about the nutrition benefits of the FSP. These efforts cover a broad range of activities such as:

FSP Pre-screening Tool, Step 1: The FNS website contains a calculator (English and Spanish version) that enables users to find out if they might qualify for benefits. Based on information provided by the user, the calculator provides an estimate of FSP benefits. Customers from States with their own pre-screening tools are linked to the State tool. The FNS tool, Step 1, is online at <http://www.foodstamps-step1.usda.gov>.

National Toll Free Information Number: The number (1-800-221-5689) includes a recorded menu in English and Spanish of information about the FSP. Callers have the option of receiving a packet of information by mail or of hearing the State toll free phone number. In some States, a direct connection to the State toll free number is available.

Free FSP Informational Materials: Bulk quantities of educational brochures, posters, and flyers in English and Spanish may be ordered via the FSP website for use in local outreach campaigns. Additional materials in more than 35 languages are available for download from the FNS website.

Public Service Announcements: FNS produced radio and television public service announcements (PSAs) in English and Spanish. These PSAs are available online at www.fns.usda.gov/cga/radio/radio.htm (the radio PSAs can be downloaded; the video PSA can be viewed but must be requested on tape). The PSAs can be used by broadcast outlets or businesses such as supermarkets and department stores that have public address systems.

Photo Library: FNS has enhanced its photo library so that a wider variety of up-to-date photographs, including pictures of Hispanic individuals and families, can be used in future promotional and informational materials. These resources are available at <http://www.fns.usda.gov/fsp/info.htm>.

Food Stamp Outreach Coalition: The FSP formed a national Outreach Coalition to bring together national and local organizations working with low-income audiences. Coalition members share effective outreach strategies to educate eligible, nonparticipating, low-income Hispanic people about the benefits of the FSP.

Partnering With Mexican Consulates: The FNS and Mexican Government have entered into a partnership to help educate eligible Mexican nationals living in the U.S.

about the FSP. The Mexican Government is disseminating FSP information through its embassy and network of 45 consular offices.

State Outreach Plans: States may receive 50-percent reimbursement from the Federal government for reasonable administrative expenses for outreach. States submit plans to the FNS regional offices for review and approval. In FY 2006, 17 States have approved optional outreach plans. Another eight States conduct outreach without formal plans.

FSP Outreach Grants: FNS awards outreach grants to public entities (with the exception of State and local food stamp offices) and private, nonprofit community and faith-based organizations to develop, implement, and study outreach strategies. Grants were offered every FY since 2001 with the exception of 2003. There are approximately 16 active outreach grants at this time. The most recent outreach grant competition was announced on November 30, 2005.

FSP Participation Grants: FNS awards participation grants for projects that look at ways that State partnerships can promote participation, and make the application and intake process more user-friendly.

Making Application Form Easier for Non-English Speakers: States with electronic versions of their food stamp applications are required to post them on the Internet in the same languages they currently use for paper applications.

Nutrition Education: States may receive 50 percent reimbursement from the Federal government for reasonable administrative expenses to conduct nutrition education activities. As a result, many communities have a wealth of information available to help promote the nutrition benefits of the FSP. The Food Stamp Nutrition Connection, an online resource center of the USDA FNS and the National Agricultural Library, maintains a list of State Food Stamp Nutrition Education Providers. You can access it at www.nal.usda.gov/foodstamp/Stategates/index.html. You can also access the widely recognized nutrition education tool, MyPyramid, in English at www.MyPyramid.gov or Spanish at www.MiPiramide.gov.

The National FSP Media Campaign: In 2003, FNS awarded a contract for a national media campaign to educate potentially eligible low-income people about the nutrition benefits of the FSP. Activities performed by the contractor during the last 3 years include:

- Development and production of paid radio ads and public service announcements. (Note that the public service announcements were placed on the FNS website for use by State and community-based organizations while the paid ads were used by FNS for radio buys.)
- Development of recommendations for paid radio locations, purchase of radio time in approved locations, negotiations for donated time and bonuses, and distribution of paid radio advertisements. (Radio ads aired for 4 months in each of the 3 years.)

- Development of two outreach tool kits (one for State/local food stamp offices and one for community/faith-based organizations.)
- Development of a photo gallery to serve as a resource for FNS as well as States and communities and for use in outreach and nutrition education materials.
- Development of three OMB packages for focus group sessions and surveys.
- Management of focus group sessions (in 2004) to review FSP outreach materials.
- Development of a web-based survey to evaluate use of FSP informational materials.
- Concept development of two Spanish paid television advertisements. One television production is expected to occur in 2006.
- Management of focus groups (in 2006) to test Spanish television concepts, slogans, and new names for the FSP.

C-2 QUALITY ASSURANCE SURVEILLANCE PLAN

The contractor will develop a Quality Assurance Surveillance Plan (QASP) based on the deliverables described in the Statement of Work (SOW) and clearly specify the method, frequency of evaluation, and a format for results.

SECTION D - PACKAGING AND MARKING

D-1 MARKING DELIVERABLES (AGAR 452.247-71) (FEB 1988)

The contract number shall be placed on or adjacent to all exterior mailing or shipping labels of deliverable items called for by the contract.

D-2 PACKING FOR DOMESTIC SHIPMENT (AGAR 452.247-72) (FEB 1988)

Material shall be packed for shipment in such a manner that will insure acceptance by common carriers and safe delivery at destination. Containers and closures shall comply with the Department of Transportation regulations, Uniform Freight Classification Rules, or regulations of other carriers as applicable to the mode of transportation.

SECTION E - INSPECTION AND ACCEPTANCE

E-1 INSPECTION AND ACCEPTANCE (AGAR 452.246-70) (FEB 1988)

(a) The Contracting Officer or the Contracting Officer's duly authorized representative will inspect and accept the supplies and/or services to be provided under this contract.

Inspection and acceptance will be performed at:

**USDA, Food and Nutrition Service
Office of Communications and Governmental Affairs
3101 Park Center Drive, Room 900
Alexandria, VA 22302**

SECTION F - DELIVERIES OR PERFORMANCE

F-1 PLACE OF DELIVERY—FOB DESTINATION

All reports and/or deliverables identified herein shall be delivered, and all transportation charges paid by the contractor, in accordance with the FOB Destination Clause (FAR 52.247-35) as follow:

Contracting Office:

USDA, Food and Nutrition Service
Contract Management Branch, Room 228
Attn: **Sabrina Mathis, Contract Specialist**
3101 Park Center Drive
Alexandria, VA 22302

Project Office:

USDA, Food and Nutrition Service
Office of Communications and Governmental Affairs
Patricia Seward, Contracting Officer's Representative
3101 Park Center Drive, Room 900
Alexandria, VA 22302

All Other Deliverables:

All required deliverables (with the exception of the Progress Report) shall be delivered to the Contracting Officer's Representative at the address below:

USDA, Food and Nutrition Service
Office of Communications and Governmental Affairs
Patricia Seward, Contracting Officer's Representative
3101 Park Center Drive, Room 920
Alexandria, VA 22302

F-2 PERIOD OF PERFORMANCE

Task 1 - Base Year (Award date through September 2007)

Task 2 – Option Year I (October 2007-September 2008)

Task 3 – Option Year II (October 2008-September 2009)

F-3 IDENTIFICATION OF CONTRACT DELIVERABLES

Unless otherwise specified by the Contracting Officer in writing, all documents prepared and submitted by the Contractor to the Government under this contract shall include the following information on the cover page of each document:

- (a) Name and business address of the contractor;
- (b) Contract Number;
- (c) Contracting Officer's Representative Name; and
- (d) Date of document.

F-4 TIME OF DELIVERY

DELIVERABLES

The following requirements apply to all deliverables:

- The contractor will provide FNS with three hard copies and electronic files (in PDF, Word, Excel, PowerPoint, or other format approved by FNS) of all final deliverables.
- Reports and other deliverables should be submitted to FNS in English.
- Materials prepared and distributed at activities should be submitted to FNS in English and Spanish versions.
- The contractor will provide all data files, original artwork, disks, CD ROMS, tapes, and other deliverables to FNS, when appropriate. Electronic versions will be provided by the contractor whenever possible.
- The contractor will not release any materials without prior FNS approval.
- When appropriate, electronic file duplication masters shall meet all USDA specifications for reproduction by a printer and be provided to FNS. Printing that will be used for nationwide distribution will be done through the GPO process by FNS.
- The contractor may need to consult with the USDA Office of Communications (OC) and the Broadcast Media and Technology Center or other OC components regarding certain deliverables. When required, the contractor must follow specifications from the USDA OC and the Broadcast Media and Technology Center, or other USDA OC components, as provided by FNS, for all materials, productions, and final products.

For solicitation purposes: In the base year, the contractor can assume that materials developed will be used only at community activities. This means that no materials will be submitted to GPO for printing. Therefore, if copies of materials are needed, the contractor should plan to print small quantities and the contractor will handle all costs associated with the printing. These expenses will need to be factored into the proposed budget.

In the option years, FNS will pay GPO to print any materials that will be used nationally (e.g., press kits).

In the option years, the contractor will pay to print materials used at local activities such as banners.

In the base and option years, the contractor is encouraged to use existing FSP materials to promote the nutrition benefits of the FSP. These materials can be customized for local level use by adding a label containing contact information.

DESCRIPTION OF SERVICES AND DUE DATES

Base Year of the Contract: Listed below is a description of the services that FNS is interested in obtaining:

(a) a. Post-Award Meeting With FNS

Description: The contractor will participate in a post-award meeting at FNS headquarters in Alexandria, Virginia. The purpose of this meeting is to refine expectations for the project. FNS will plan and facilitate the meeting. Subcontractors with a significant role may be included in this post-award meeting.

Discussion topics at the meeting will include the following, at a minimum:

- Subtask deliverables schedule and timelines;
- Work assignments;
- Protocols for communications;
- Identification of any potential logistical problems and solutions; and
- Contractual matters.

Deliverable:

a. Post-award meeting summary as described above.

Schedule of Deliverables:

Post-Award Meeting With FNS			
Item	Description	Quantity	Suggested Due Date (after EDOC)*
a.	Post-award meeting summary	1	10 working days after award

*Effective Date of Contract

b. Reporting Requirements

Description: The contractor will provide:

- **Monthly Status Reports:** Monthly status reports will be due 10 calendar days after the end of each month. The reporting period is the previous calendar month. These reports will include:
 - Description of work accomplishments;
 - Status of each assignment, problems or delays encountered, proposed solutions or corrective action plan with time frames;
 - Breakdown and explanation of costs associated with each subtask. This explanation should include hours and costs by person working on each subtask;
 - Activities anticipated for next report; and
 - Recommendations.

- **Final Report:** A draft final report will be due 45 calendar days before the end of the contract year. The final report is a summary of the entire year's activities. The contractor will submit a draft final report to FNS for review and comment, make changes according to FNS comments, and submit a final report. The final yearly report will include, at a minimum:
 - Summary of the results (not to exceed 500 words);
 - Discussion of all work performed;
 - Discussion of any problems encountered and actions taken to resolve the problems;
 - Expected completion dates for subtasks that are not finished.

- **Meeting Notes:** The contractor will submit meeting notes for all meetings with FNS. The contractor will provide the meeting notes to FNS within 5 working days after every meeting/conference call. At a minimum, the notes will include:
 - Brief summary of the meeting;
 - Accomplishments;
 - Decisions made; and
 - List of next steps and due dates.

Deliverables:

- a. Monthly status reports as described above.
- b. Draft final report as described above for review and comments by FNS.
- c. Final report incorporating FNS comments.
- d. Meeting notes as described above.

Schedule of Deliverables:

Reporting Requirements			
Item	Description	Quantity	Suggested Due Dates
a.	Monthly reports.	3	10 th of each month
b.	Draft final report for FNS review and comments.	3	45 calendar days before end of contract year
c.	Final report incorporating FNS comments.	3	Within 30 working days of transmission of FNS comments
d.	Meeting/conference call notes.	3	5 working days after every meeting/conference call

c. Comprehensive Plan for Base and Two Option Years

Description: The contractor will develop a comprehensive plan of the campaign that will guide implementation of the subtasks. The contractor will suggest activities for FNS to consider, suggest locations, recommend time frames, and suggest themes. The contractor will review FSP participation rates, poverty rates, and demographic and geographic data such as concentrations of poverty in certain locations; and, based on this research, justify the selected locations mentioned in the plan.

The plan will contain strategies that reach and educate local low-income Hispanic communities, both English and Spanish language dominant, about the nutrition benefits of the FSP. The strategies will be culturally appropriate and enhance the national media campaign (separate contract). The plan will allow for some flexibility to allow FNS officials to propose new activities as well as change or eliminate existing activities.

The contractor will recommend activities not listed in this SOW that will reach low-income Hispanic individuals, both English and Spanish language dominant, at the local level. The contractor will maintain and update the comprehensive plan as needed throughout the year. The plan will include:

- Goals and objectives to reach low-income Hispanic individuals in appropriate language (English and/or Spanish);
- Description of how proposed locations for activities were selected;
- Strategies, action steps, and time frames for each subtask. The time frames proposed for each subtask must allow enough time for FNS review, approval, and clearance of interim deliverables and final deliverables. The action steps must document coordination efforts with the national media campaign contractor;

- Explanation of procedures to keep the national media campaign contractor apprised of activities. These procedures are crucial so that events can be scheduled at the locations where radio or television time will be purchased;
- Description of the role of the State/local food stamp offices and procedures developed to ensure that individuals who are reached during the activities will receive prompt customer service;
- Proposals to support FNS spokespersons or principals who are delivering speeches in certain Hispanic markets (e.g., distributing FSP materials, assisting in scheduling interviews with news media to promote the nutrition benefits of the FSP, etc.)
- Proposals for partnership with traditional and nontraditional organizations that can advance the campaign messages;
- Justification for how these partnerships or alternate communication strategies will further the stated goals of this effort;
- Proposals for strategies such as outreach caravans to promote the nutrition benefits of the FSP or alternate communication strategies that can be implemented at no additional cost to FNS such as links to websites; and,
- Recommendations and plan to encourage use of existing FSP materials such as radio and television public service announcements, Step 1,(the FNS prescreening tool), and other resources.

Deliverables: To meet an acceptable quality level, deliverables will require no more than four rounds of revisions. All changes made by FNS to the deliverables will be incorporated. The contractor will:

- a. Submit a draft comprehensive plan for base and two option years for FNS review.
- b. Prepare a final plan that incorporates all of FNS comments.
- c. Update and maintain the plan as needed. Submit updates to FNS for review and comments.
- d. Make FNS changes. Submit final updated plan to FNS.

Schedule of Deliverables:

Comprehensive Plan for Base and Two Option Years			
Item	Description	Quantity	Suggested Due Dates (after EDOC)
a.	Draft comprehensive plan.	3	5 weeks after award of contract
	Make FNS changes to plan and		Within 30 working days of

b.	submit final version to FNS.	3	transmission of FNS comments
c.	Update and maintain plan as needed. Submit updates to FNS.	3	To be determined
d.	Make FNS changes to updates. Submit final updated plan to FNS.	3	To be determined

For solicitation purposes: The plan will cover a 3-year period (base and two option years.) The plan will include opportunities for FNS to propose new activities as well as to change or eliminate proposed activities. In order to budget for time spent on this subtask, use 10 new activities and 10 changes to existing activities. If an activity is eliminated, another activity will be scheduled to replace it.

d. Implementation of Activities in Hispanic Communities

Description: The contractor will implement activities proposed in the comprehensive plan. The local community activities that are implemented must complement the FSP national media campaign efforts (separate contract). The contractor will coordinate efforts with FNS to schedule activities to coincide with the airing of the paid radio or television advertisements or other activities. The contractor will also build in opportunities for other Spanish media activities in markets where no paid radio or television advertising is taking place. The contractor will partner with Spanish-language media to get existing FSP radio and television public service announcements aired.

While planning the activities, the contractor will work closely with FNS so that appropriate FNS spokespersons, principals, or staff can, when feasible, participate.

The contractor must coordinate community activities with State and/or local food stamp offices. The contractor will work closely with State/local food stamp offices to develop procedures so that potential applicants who decide to apply for food stamp benefits will receive prompt customer service. When feasible, States should have, at a minimum, 5 weeks notice as to when the activities will occur. As needed, the activities should be coordinated with other local partners such as community and faith-based organizations.

Existing FNS materials should be used at activities. Materials provided should include information on how to apply for food stamps, information about Step 1 (the FNS pre-screening tool), how to contact the local food stamp office, and locations of local food stamp offices.

At the conclusion of each activity, a post-activity summary must be submitted. At a minimum, the following must be included in each post-activity summary:

- Description of activity;
- Description of involvement of State/local food stamp office;
- Description of how the activity was publicized;

- Results such as the number of people in attendance, number of FSP materials distributed, number of calls to toll-free number that were generated by activity, number of FSP applications submitted to local food stamp office, etc.;
- Press attendance and clips of coverage (newspapers, television, etc.) received as a result of activity, etc.

Deliverables: To meet an acceptable quality level, deliverables will require no more than four rounds of revisions. All changes made by FNS to the deliverables will be incorporated. The contractor will:

- a. Prepare a clearly defined Implementation of Community Activities Section for the Comprehensive Plan.
- b. Submit a pre-activity summary that includes a detailed description of activity, how State/local food stamp office will be involved, how event will be publicized, how results will be collected, agenda, list of materials that will be distributed, and copies of non-FNS materials that will be used. FNS will review and comment on materials.
- c. Incorporate FNS's changes to pre-activity summary and other materials and return final versions to FNS.
- d. Prepare draft post-activity summary.
- e. Incorporate FNS's comments to draft post-activity summary and submit final version to FNS.

Schedule of Deliverables:

Implementation of Activities in Hispanic Communities			
Item	Description	Quantity	Suggested Due Dates (after EDOC)
a.	Develop a clear description of activities in the Community Activities Section of the Comprehensive Plan. Reference item c.	1	5 weeks after award of contract
b.	Submit pre-activity summary that includes a detailed description of activity, how State/local food stamp office will be involved, how event will be publicized, how results will be collected, agenda, list of materials that will be distributed, and copies of non-FNS materials for FNS review and comments.	3	30 working days prior to event
c.	Incorporate FNS's changes to pre-activity summary and other materials and return to FNS.	3	5 working days after transmission of comments
d.	Submit draft final post-activity summary to FNS for review.	3	5 working days after event
e.	Submit final post-activity summary incorporating FNS's changes.	3	10 working days after transmission of FNS's comments

For solicitation purposes: The majority of funds for this contract should be allocated for community activities. At a minimum, 24 activities should occur during the base year. All activities should be completed within a 12-month period. Also, at a minimum, at least 1 activity should occur in each of the seven national FNS regions. The contractor should recommend locations in each region based on potentially eligible nonparticipating Hispanics as well as the availability of media.

The contractor may incur costs to advertise the event in newspapers, on the radio, etc. In preparing the estimate for this subtask, the contractor should consider the number of activities that would require paid advertising. The contractor will justify the costs for such activities.

e. New Material Development to Promote Activities in the Hispanic Community

Description: When feasible, existing FSP materials should be used at all activities. However, the contractor may make recommendations, for FNS consideration, for additional activity-specific materials via the comprehensive plan. Such materials could include press kits, announcements on websites, or visuals such as backdrops or banners.

Deliverables: To meet an acceptable quality level, deliverables will require no more than four rounds of revisions. All changes made by FNS to the deliverables will be incorporated. The contractor will:

- a. If approved in comprehensive plan, design and develop local materials for activities.
- b. Submit draft and final versions of materials (incorporating FNS changes) to FNS.

Schedule of Deliverables:

New Material Development To Promote Activities In The Hispanic Community			
Item	Description	Quantity	Suggested Due Dates (after EDOC)
a.	Design and development of materials, if any.	3	To be determined
b.	Draft and final versions of materials incorporating FNS changes, if any.	3	To be determined

For solicitation purposes: The contractor will incur design, development, and printing costs, if any, for new local materials. The materials will be used for the local community effort.

FNS does not intend to have materials designed, developed, or printed for national distribution in the base year of the contract. In the base year, no materials will be used for the FSP national media campaign.

In the first option year of the contract, the contractor should budget for one press kit that can be used nationally. The press kit will contain a designed folder and specific information that can be included in the kit and used nationally at Spanish-language events.

Some Activities That Might Occur in Option Years

FNS plans to purchase services from the contractor based on the availability of funds, needs of the FNS, and performance of the contractor. The following is a list of potential activities of interest to FNS:

SUBTASK	OPTION YEAR 1	OPTION YEAR 2	COMMENTS
---------	------------------	------------------	----------

POST AWARD MEETING.

FOR SOLICITATION
PURPOSES REFERENCE
DESCRIPTION A.

YES

YES

CONTINGENT UPON FUNDING

REPORTING
REQUIREMENTS.

FOR SOLICITATION
PURPOSES REFERENCE
DESCRIPTION B.

YES

YES

CONTINGENT UPON FUNDING

COMPREHENSIVE PLAN.
REFINEMENT OF THE
STRATEGY. REVISIONS
AND UPDATES TO BASE
YEAR PLAN. FOR
SOLICITATION PURPOSES
REFERENCE DESCRIPTION
C.

YES

YES

CONTINGENT UPON FUNDING

LOCAL COMMUNITY
ACTIVITIES. EVENTS AT
TIME OF PAID RADIO OR
TELEVISION
ADVERTISING MUST BE
COORDINATED WITH FNS
AND MEDIA CAMPAIGN
CONTRACTOR.

FOR SOLICITATION

PURPOSES REFERENCE
DESCRIPTION D.

YES YES CONTINGENT UPON FUNDING

DEVELOPMENT OF
MATERIALS, IF ANY, FOR
SUCH ITEMS AS PRESS KITS
OR BANNERS.

FOR SOLICITATION
PURPOSES REFERENCE
DESCRIPTION E.

YES YES CONTINGENT UPON FUNDING

SECTION G - CONTRACT ADMINISTRATION DATA

G-1 INVOICE REQUIREMENT

Invoices shall be submitted monthly for costs incurred in an original and two copies to the Government office listed below:

**U.S. Department of Agriculture
Food and Nutrition Service
Accounting Division
3101 Park Center Drive, Room 724
Alexandria, VA 22302**

The contractor shall submit by the last business day of each month, an invoice for all work performed under this contract during the preceding month. Each invoice must de-aggregate the invoice's aggregate cost into the cost attributable to each Task Order (or Sub-Task, if applicable) that contributes to the total cost reported by the invoice. Furthermore, the cost attributable to each Task Order (or Sub-Task, if applicable) must be separated into costs attributable to Direct Labor and Other Direct Costs. Within each Task Order (or Sub-Task, if applicable) invoice, these two cost categories must be reported as follows:

- A) Direct Labor must report hours worked and the current wage rate for each employee who contributed to total Direct Labor costs (by name and labor category for professional staff and by labor category for support-type staff).
- B) Other Direct Costs must:
 - (1) Be reported by source of cost, for example, copier, telephone, or computer expenses, and;
 - (2) show how the figure associated with each source of cost was derived.

In addition to providing information for the preceding month, each invoice shall show, for each Task Order, cumulative costs and labor hours and budgeted costs and budgeted subtasks. hours. For each Task Order which incurred costs during the preceding month, the contractor shall provide, for each Direct Labor, Other Direct Cost charge, horizontally adjacent to the previous month's cost (labor hours) figure, the cumulative costs (labor hours) for that cost item (labor category/individual) from time of award through the end of reporting month, and the amount that was budgeted for that cost item (labor category/individual) in the budget submitted in the Task Order Proposal, updated to include any modifications.

To constitute a proper invoice, the invoice must include the following information and/or attached documentation:

- (1) Name of the business concern, invoice number and invoice date;
- (2) Contract number [and purchase order number provided at time of award];
- (3) Description, price, and quantity of property and services actually delivered or rendered;
- (4) Shipping and payment terms; and
- (5) Name, title, phone number, and complete mailing address of responsible official to whom payment is to be sent.

Further, each invoice MUST include sufficient support documentation to allow for verification of cost (e.g., copies of invoices, purchase orders, receipts, etc.).

G-2 METHOD OF PAYMENT

PAYMENTS UNDER THIS CONTRACT SHALL BE MADE VIA ELECTRONIC FUNDS TRANSFER METHOD, i.e. "VENDOR EXPRESS."

"Vendor Express" is direct deposit for businesses that provide goods and services to any Federal agency. Payments are made electronically through the Automated Clearing House network for deposit directly into your bank account on the payment due date.

The contractor, after award and not later than 21 days prior to submission of an invoice, must obtain and complete a vendor express enrollment package. The enrollment package is available on the Internet by selecting Electronic Funds Transfer (EFT) Enrollment located on the left hand side of the National Finance Center (NFC) home page (www.nfc.usda.gov). If a vendor does not have Internet access they may contact the National Finance Center at 1-800-421-0323 (or 504-255-3324) and request instructions for establishing a "Vendor Express" payment account.

G-3 PAYMENT DUE DATE

Payment under this contract will be due on the 30th calendar day after the later of:

- (a) The date of actual receipt of a proper invoice in the office designated to receive the invoice, or
- (b) Receipt of the scheduled monthly progress payment, or
- (c) The date of completion of performance of the services.

G-4 CONTRACT ADMINISTRATION

- a) The Contracting Officer is the only person authorized to approve changes in any of the requirements of this contract. This authority remains solely with the Contracting Officer. In the event the contractor effects any change at the direction of any person other than the Contracting Officer, the changes will be considered to have been made without authority and no adjustment will be made in the contract price to cover any increase in costs incurred as a result thereof.
- (b) The Contractor shall designate one individual to be contacted during the period of the contract for prompt contract administration:

NAME: [*]
TELEPHONE: [*] FAX: [*]
TITLE: [*]

- (c) The Government Contract Administrator is:

NAME: **Sabrina Mathis**
TELEPHONE: **(703) 305-2268** FAX: (703) 305-2071
TITLE: Contract Specialist

- (d) The Government Contracting Officer's Representative is:

NAME: [*]
TELEPHONE: [*] FAX: [*]
TITLE: Contracting Officer's Representative

- (e) The Government Contracting Officer's Technical Representative is:

NAME: [*]
TELEPHONE: [*] FAX: [*]
TITLE: Contracting Officer's Technical Representative

- (f) The Government Contracting Officer is:

NAME: **Leonard Green**
TELEPHONE: **(703) 305-2257** FAX: (703) 305-2071
TITLE: Contracting Officer

(* To be completed at time of award)

**G-5 CONTRACTING OFFICER'S REPRESENTATIVE (COR) AND
CONTRACTING OFFICER'S TECHNICAL REPRESENTATIVE (COTR)**

Definitions:

"Contracting Officer's Representative" - The Contracting Officer's Representative (COR) is designated by the Contracting Officer, in writing, and is contract specific. The COR is the technical representative for all technical requirements of the specific contract.

"Contracting Officer's Technical Representative" - The Contracting Officer's Technical Representative (COTR) is designated by the Contracting Officer, in writing, and is task specific. The COTR will assist the COR with the technical requirements and other administrative responsibilities of a specific task.

"Contracting Officer" - The Contracting Officer is the only individual with authority to enter into, administer, or terminate contracts. The Contracting Officer ensures performance of all necessary actions for effective contracting, ensuring compliance with the terms of the contract and safeguarding the interests of the United States in its contractual relationships.

Limits on the Authority of the COR/COTR:

The authority of the COR/COTR is limited. The Contracting Officer may not delegate the following authority to:

1. Award, agree to, or execute any contract, task order, or contract modification;
2. Obligate, in any way, the payment of money by the Government;
3. Take any action which may have an impact on the contract or task order schedules, funds, or the scope of work/task description.
4. Make the final decision on any matter that would be subject to appeal under the Disputes clause; and
5. Terminate, for any case, the contractor's right to proceed.

Responsibilities:

The COR/COTR is authorized to take any or all actions as specified below which could lawfully be taken by the Contracting Officer, except any action specifically prohibited by the terms of the contract.

1. Assure that the Contractor performs the contract technical requirements in accordance with its terms, conditions and scope of work providing guidance when necessary.

2. Perform or arrange for all inspections necessary in connection with (1) above and require the contractor to correct any deficiencies that are found; recommend acceptance for all deliverables on behalf of the Government; record the inspections and acceptance and insure that distribution of approvals/disapprovals are made to the contractor and the Contracting Officer. Review all contract deliverables and provide inspection and acceptance documentation to the Contracting Officer. You have the responsibility to track and retain all contract deliverables. When inspections are performed by the COTR, the COR will make the final determination on acceptance.
3. Maintain liaison and direct communication with the contractor. Written communications with the contractor and all contract related correspondence shall be signed as "Contracting Officer's Representative" with a copy furnished to the Contracting Officer for the file.
4. Issue written technical interpretations of the Government scope of work. Interpretations which could impact delivery schedules, funding, or the scope of work must be coordinated with the Contracting Officer and a copy of all written interpretations must be furnished to the Contracting Officer for the file.
5. Monitor the contractor's production or progress performance and notify the contractor, in writing, of deficiencies observed during surveillance, and direct appropriate corrective actions **EXCEPT** where such corrective action would affect delivery schedule, price or scope of work. In those instances where corrective action would affect delivery schedule, price or scope of work, the COR shall notify the Contracting Officer of the problem and recommend corrective action. Record and report to the undersigned incidents of faulty or nonconforming work, delays, or problems.
6. Coordinate site entry for contractor personnel and, if to be provided, ensure that Government-furnished property is available when required.
7. Review of payment requests to verify actual performance to determine reasonableness of billed amounts and to determine compliance with the contract terms. Ensure that adequate supporting documentation for subcontract and vendor costs is obtained before approval. Recommend to the FNS Accounting or Budget Division the payment amount. When costs are questioned or recommended for disallowance, the Contracting Officer must be notified before approval and submission for payment. To ensure accurate balances are kept, the COR or COTR should reconcile voucher expenditures and balances with the Contracting Officer and Accounting or Budget Office quarterly.
8. Identify Contracting Officer Technical Representatives (COTR's) for each task, when appropriate. All COTR responsibilities must be coordinated with the COR. The COTR will provide technical guidance and will monitor contract performance. Payment requests may be reviewed and initialed by the COTR, however, payment authorizations can only be made by the COR.

9. To the extent possible, provide well defined, clear and concise task descriptions for new tasks. When tasks are broad in scope and assignments or technical guidance is communicated to the contractor verbally, the COTR or COR must memorialize the communication in writing.
10. Only the Contracting Officer, Contract Specialist or COR/COTR have authority to contact contractors to discuss costs and/or the technical requirements of the contract. Contacts from other government employees could result in unauthorized commitments. Government representatives who are working on, or asked to work on, a particular contractual issue must not contact the contractor directly but should coordinate the activity with the Contracting Officer or COR/COTR. The COR/COTR must be present at all procurement related contacts and meetings with the contractor. Depending on the nature of the meeting, the COR/COTR must also give advance notification to the Contracting Officer or Contract Specialist. All contacts with contractors must be documented and retained with the COR's/COTR's contract correspondence file. As deemed appropriate, one copy must be forwarded to the Contracting Officer. Examples of documented contacts are providing technical direction, work plan instructions, not accepting a deliverable potential changes to the statement of work or delivery schedule costs.
13. Review monthly progress reports to ensure compliance with contract performance requirements.

G-6 GOVERNMENT FURNISHED DATA

The Government shall deliver to the Contractor the Government-furnished data described in the contract. Title to Government-furnished data shall remain with the Government. The Contractor shall use the Government-furnished data only in connection with this contract. Provisions of FAR 52.245-5, Government Furnished Property, will apply to all Government furnished data.

The following data which will be furnished to the Contractor as required will remain the property of the Government and will be returned to the Government upon completion of the contract: (To be filled in at time of award, if appropriate).

SECTION H - SPECIAL CONTRACT REQUIREMENTS

H-1 PRINTING

Unless otherwise specified in this contract, the Contractor shall not engage in, nor subcontract for, any printing (as that term is defined in Title I of the Government Printing and Binding Regulations in effect on the effective date of this contract) in connection with the performance of work under this contract. Provided, however, that performance of a requirement under this contract involving the duplication of less than 25,000 units in the aggregate of multiple pages, will not be deemed to be printing. For the purpose of this paragraph, such pages may not exceed a maximum image size of 10 3/4 by 14 1/4 inches.

H-2 PAPERWORK REDUCTION ACT

In the event that it becomes a contractual requirement to collect identical information from ten or more public respondents, the Paperwork Reduction Act, 44 U.S.C., 3501 et seq., shall apply to this contract. In such an event, the contractor shall not expend any funds to take any other action whatsoever to solicit information from any of the public respondents until the Contracting Officer has notified the contractor in writing that the required Office of Management and Budget clearance has been obtained. The contractor shall provide to the Contracting Officer's Representative (COR) or to the Contracting Officer such information as will facilitate obtaining such clearance.

H-3 KEY PERSONNEL (AGAR 452.237-74) (FEB 1988)

- (a) The Contractor shall assign to this contract the following key personnel: [*]

(*To be completed at time of award)

- (b) During the first ninety (90) days of performance, the Contractor shall make no substitutions of key personnel unless the substitution is necessitated by illness, death, or termination of employment. The Contractor shall notify the Contracting Officer within 15 calendar days after the occurrence.
- (3) 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) of this section.
- (4) Notwithstanding paragraphs (2) and (3) of this section, the Contractor shall honor any order exceeding the maximum order limitations in paragraph (2), unless that order (or orders) is returned to the ordering office within 5 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.

H-4 OMBUDSMEN

The Food and Nutrition Service (FNS) has designated ombudsmen to address concerns of procurement improprieties. The designations and responsibilities are described below:

PROCUREMENT OMBUDSMEN

Concerns of procurement impropriety or the appearance of impropriety should be immediately brought to the attention of the Contracting Officer. If you choose not to raise the issue to the Contracting Officer, **the Agency has designated Mr. Gary Maupin, Deputy Administrator, Financial Management and Ms. Linda App, Associate Deputy Administrator, Financial Management, as the Procurement Ombudsmen (PO). Mr. Maupin and Ms App** will serve as an additional source available to contractors, subcontractors, and FNS staff that may have concerns regarding possible impropriety or the appearance of impropriety in a contract, but choose not to raise the issue through normal administrative mechanisms.

Mr. Maupin and Ms App has independent authority to address any issue of impropriety with absolute confidentiality and report directly to the Agency Administrator as necessary. They will have complete access to everyone involved in the process, at all levels in the FNS organization. Additionally, **Mr. Maupin and Ms. App** has full authority to complete a thorough review of each concern raised. **Mr. Maupin and Ms. App** may be contacted at the following addresses/phone numbers/e-mail addresses:

Mr. Gary Maupin
USDA/FNS/FM
3101 Park Center Drive, Rm. 712
Alexandria, VA 22302
(703) 305-2046
Gary.Maupin@FNS.USDA.GOV

Ms. Linda App
USDA/FNS/FM
3101 Park Center Drive, Rm. 712
Alexandria, VA 22302
(703) 305-2170
Linda.App@FNS.USDA.GOV

SECTION L - INSTRUCTIONS, CONDITIONS AND NOTICES TO OFFERORS

L-1 INSTRUCTIONS TO OFFERORS - COMPETITIVE ACQUISITION(FAR 52.215-1)(JAN 2004) ALTERNATE I (OCT 1997)

(a) Definitions. As used in this provision -

Discussions are negotiations that occur after establishment of the competitive range that may, at the Contracting Officer's discretion, result in the offeror being allowed to revise its proposal.

In writing or written means any worded or numbered expression which can be read, reproduced, and later communicated, and includes electronically transmitted and stored information.

Proposal modification is a change made to a proposal before the solicitations closing date and time, or made in response to an amendment, or made to correct a mistake at any time before award.

Proposal revision is a change to a proposal made after the solicitation closing date, at the request of or as allowed by a Contracting Officer as the result of negotiations.

Time, if stated as a number of days, is calculated using calendar days, unless otherwise specified, and will include Saturdays, Sundays, and legal holidays. However, if the last day falls on a Saturday, Sunday, or legal holiday, then the period shall include the next working day.

(b) Amendments to solicitations. If this solicitation is amended, all terms and conditions that are not amended remain unchanged. Offerors shall acknowledge receipt of any amendment to this solicitation by the date and time specified in the amendment(s).

(c) Submission, modification, revision, and withdrawal of proposals.

(1) Unless other methods (e.g., electronic commerce or facsimile) are permitted in the solicitation, proposals and modifications to proposals shall be submitted in paper media in sealed envelopes or packages (i) addressed to the office specified in the solicitation, and (ii) showing the time and date specified for receipt, the solicitation number, and the name and address of the offeror. Offerors using commercial carriers should ensure that the proposal is marked on the outermost wrapper with the information in paragraphs (c)(1)(i) and (c)(1)(ii) of this provision.

(2) The first page of the proposal must show -

(i) The solicitation number;

- (ii) The name, address, and telephone and facsimile numbers of the offeror (an electronic address if available);
 - (iii) A statement specifying the extent of agreement with all terms, conditions, and provisions included in the solicitation and agreement to furnish any or all items upon which prices are offered at the price set opposite each item;
 - (iv) Name, titles, and telephone and facsimile numbers (and electronic addresses if available) of persons authorized to negotiate on the offerors behalf with the Government in connection with this solicitation; and
 - (v) Name, title, and signature of person authorized to sign the proposal. Proposals signed by an agent shall be accompanied by evidence of that agents authority, unless that evidence has been previously furnished to the issuing office.
- (3) Submission, modification, revision, and withdrawal of proposals.
- (i) Offerors are responsible for submitting proposals, and any modifications or revisions, so as to reach the Government office designated in the solicitation by the time specified in the solicitation. **If no time is specified in the solicitation, the time receipt is 4:30 p.m., local time, for the designated Government office on the date that proposal or revision is due.**
 - (ii)(A) Any proposal, modification, or revision received at the Government office designated in the solicitation after the exact time specified for receipt of offers is “late” and will not be considered unless it is received before award is made, the Contracting Officer determines that accepting the late offer would not unduly delay the acquisition; and-
 - (1) It was transmitted through an electronic commerce method authorized by the solicitation and was received at the initial point of entry to the Government infrastructure not later than 5:00 p.m. one working day prior to the date specified for receipt of proposals; or
 - (2) There is acceptable evidence to establish that it was received at the Government installation designated for receipt of offers, and was under the Government control prior to the time set for receipts of offers; or
 - (3) It is the only proposal received.
- (B) However, a late modification of an otherwise successful proposal that makes its terms more favorable to the Government will be considered at any time it is received and may be accepted.

- (iii) Acceptable evidence to establish the time of receipt at the Government installation includes the time/date stamp of that installation on the proposal wrapper, other documentary evidence of receipt maintained by the installation, or oral testimony or statements of Government personnel.
- (iv) If an emergency or unanticipated event interrupts normal Government processes so that proposals cannot be received at the office designated for receipt of proposals by the exact time specified in the solicitation, and urgent Government requirements preclude amendment of the solicitation, the time specified for receipt of proposals will be deemed to be extended to the same time of day specified in the solicitation on the first work day on which normal Government processes resume.
- (v) Proposals may be withdrawn by written notice at any time before award. Oral proposals in response to oral solicitations may be withdrawn orally. If the solicitation authorizes facsimile proposals, proposals may be withdrawn via facsimile at any time before award, subject to the provision at 52.215-5, Facsimile Proposals. Proposals may be withdrawn in person by an offeror or an authorized representative, if the identity of the person requesting withdrawal is established and the person signs a receipt for the proposal before award.
- (4) Unless otherwise specified in the solicitation, the offeror may propose to provide any item or combination of items. (NA – ALL ITEMS MUST BE PROPOSED)
- (5) Proposals submitted in response to this solicitation in English unless otherwise permitted by the solicitation in U.S. dollars, unless the provision at FAR 52.225-17, Evaluation of Foreign Currency Offers, is included in the solicitation.
- (6) Offerors may submit modifications to their proposals at any time before the solicitation closing date and time, and may submit modifications in response to an amendment, or to correct a mistake at any time before award.
- (7) Offerors may submit revised proposals only if requested or allowed by the Contracting Officer.
- (8) Proposals may be withdrawn at any time before award. Withdrawals are effective upon receipt of notice by the Contracting Officer.
- (d) Offer expiration date. Proposals in response to this solicitation will be valid for the number of days specified on the solicitation cover sheet (unless a different period is proposed by the offeror).
- (e) Restriction on disclosure and use of data. Offerors that include in their proposals data that they do not want disclosed to the public for any purpose, or used by the Government except for evaluation purposes, shall -

- (1) Mark the title page with the following legend:

This proposal includes data that shall not be disclosed outside the Government and shall not be duplicated, used, or disclosed - in whole or in part-for any purpose other than to evaluate this proposal. If, however, a contract is awarded to this offeror as a result of-or in connection with-the submission of this data, the Government shall have the right to duplicate, use, or disclose the data to the extent provided in the resulting contract. This restriction does not limit the Governments right to use information contained in this data if it is obtained from another source without restriction. The data subject to this restriction are contained in sheets (insert numbers or other identification of sheets); and

- (2) Mark each sheet of data it wishes to restrict with the following legend:

Use of disclosure of data contained on this sheet is subject to the restriction on the title page of this proposal.

- (f) Contract award.

- (1) The Government intends to award a contract or contracts resulting from this solicitation to the responsible offeror(s) whose proposal(s) represents the best value after evaluation in accordance with the factors and sub factors in the solicitation.
- (2) The Government may reject any or all proposals if such action is in the Governments' interest.
- (3) The Government may waive informalities and minor irregularities in proposals received.
- (4) The Government intends to evaluate proposals and award a contract after conducting discussions with offerors whose proposals have been determined to be within the competitive range. However the Government has the option to award without conducting discussions. If the Contracting Officer determines that the number of proposals that would otherwise be in the competitive range exceeds the number at which an efficient competition can be conducted, the Contracting Officer may limit the number of proposals in the competitive range to the greatest number that will permit an efficient competition among the most highly rated proposals. Therefore, the offerors initial proposal should contain the offerors best terms from a price and technical standpoint.

- (5) The Government reserves the right to make an award on any item less than the quantity offered, at the unit cost or prices offered, unless the offeror specifies otherwise in the proposal.
- (6) The Government reserves the right to make multiple awards if, after considering the additional administrative costs, it is in the Governments best interest to do so.
- (7) Exchanges with offerors after receipt of a proposal do not constitute a rejection or counteroffer by the Government.
- (8) The Government may determine that a proposal is unacceptable if the prices proposed are materially unbalanced between line items or sub-line items. Unbalanced pricing exists when, despite an acceptable total evaluated price, the price of one or more contract line items is significantly overstated or understated as indicated by the application of cost or price analysis techniques. A proposal may be rejected if the Contracting Officer determines that the lack of balance poses an unacceptable risk to the Government.
- (9) If a cost realism analysis is performed, cost realism may be considered by the source selection authority in evaluating performance or schedule risk.
- (10) A written award or acceptance of proposal mailed or otherwise furnished to the successful offeror within the time specified in the proposal shall result in a binding contract without further action by either party.
- (11) The Government may disclose the following information in post award debriefings to other offerors:
 - (i) The overall evaluated cost or price and technical rating of the successful offeror;
 - (ii) The overall ranking of all offerors, when any ranking was developed by the agency during source selection;
 - (iii) A summary of the rationale for award; and
 - (iv) For acquisitions of commercial items, the make and model of the item to be delivered by the successful offeror.

L-2 INSTRUCTIONS FOR THE PREPARATION OF TECHNICAL AND BUSINESS PROPOSALS (AGAR 452.215-71)(SEP 1999)

General Instructions. Proposals submitted in response to this solicitation shall be furnished in the following format with the numbers of copies as specified below.

- (1) The **submission package** must include **two proposals, one technical, the other cost and price**. Each of the parts shall be separate and complete so that **each may be evaluated independently, one from the other**. The technical proposal must not contain reference to cost; however, resource information (such as data concerning labor hours and categories, materials, subcontracts, etc.) must be contained in the technical proposal so that the contractor's understanding of the statement of work may be evaluated.
- (2) Offerors may, at their discretion, submit alternate proposals or proposals which deviate from the requirement; provided, that an offeror also submit a proposal for performance of the work as specified in the statement of work. Any "alternate" proposal may be considered if overall performance would be improved or not compromised, and if it is in the best interest of the Government. Alternate proposals, or deviations from any requirement of this RFP, must be clearly identified.
- (3) The Government will evaluate proposals in accordance with the evaluation criteria set forth in Section M of this RFP.
- (4) Offerors shall submit their proposal(s) in the following format and the quantities specified:
 - (a) **Technical Proposal - one (1) original and ten (10) copies**
 - (b) **Cost/Price Proposal – one (1) original and ten (10) copies**

(a) **TECHNICAL PROPOSAL**

The technical proposal should be double spaced and no longer than 25 pages. A 12-point font should be used. **Attachments are not considered as part of the 25-page limit**. In addition to the requirements above, the offeror is required to submit a complete copy of the technical and cost proposal on a CD. Should the technical and/or cost proposals be modified during the negotiation process requiring resubmission of the proposal(s), a revised CD is also required to be submitted noting on the label; file name, software/version and date revised. After award, all unsuccessful offerors will be afforded the opportunity to retrieve their proposal submissions, with the exception of the diskette, which will be kept on file.

Technical Proposal Instructions. The technical proposal will be used to make an evaluation and arrive at a determination as to whether the proposal will meet the requirements of the Government. Therefore, the technical proposal must present sufficient information to reflect a thorough understanding of the requirements and a detailed, description of the techniques, procedures and program for achieving the objectives of the Specifications/Statement of Work. Proposals which merely paraphrase the requirements of the Government's specifications/statement of work, or use such phrases as "will comply" or "standard techniques will be employed" will be considered

unacceptable and will not be considered further. As a minimum, the proposal must clearly address each evaluation criterion in Section M.

(b) COST PROPOSAL

Your cost proposal should be presented in a cost by task budget format. Your cost proposal should utilize your most favored pricing. We request that you consider offering a price reduction. In order to make an overall best value determination, we are requesting a cost proposal which includes the **three** year plan based on the information in the current Statement of Work. Cost proposals should be broken out by subtasks. Tasks or sub-tasks may be subject to change upon issuance of the first task order.

The cost proposal shall be presented as follows:

- A copy of your **GSA Advertising and Integrated Marketing Solutions (AIM) schedule** which shows; 1. Information for Ordering Offices and 2. Terms and Conditions Applicable to the services 3. All applicable labor category descriptions and rates as they appear in the GSA schedule.
- The cost proposal shall specify the level of effort and rates by labor category (highlight any rates that differ from your published GSA FSS schedule).
- A detailed breakdown of estimated costs of Other Direct Costs (ODCs) for any other direct cost proposed, you must provide supporting documentation sufficient to allow the Contracting Office to determine exactly how the cost was derived. For example, if travel is proposed, you must break it down by number of trips, destinations, number of days per trip, number of persons traveling, lodging, per diem, etc.;
- Incidental Open Market Items: As you are aware, buying offices are not authorized to add incidental open market items to GSA Schedule orders unless all applicable acquisition regulations have been followed. If you anticipate that your proposal will include items that are not authorized under your GSA contract, consider teaming with another GSA Schedule holder that can offer these items on their schedule. Another option may be to contact GSA to have such items added to your own schedule contract.

L-3 **SMALL BUSINESS NORTH AMERICAN INDUSTRY CLASSIFICATION SYSTEM (NAICS)**

(a) For purpose of this contract, classification code **541810** and the following standard applies: “a concern is small if its average annual receipts for its preceding three (3) fiscal years do not exceed 6 million dollars”

L-4 PAST PERFORMANCE AND SYSTEMIC IMPROVEMENT

An assessment will be made of the risk associated with the offerors ability to perform on the proposed contract, i.e. to meet technical requirements, deliver quality products and meet cost and schedule demands.

Past performance information shall be provided regarding the Contractor's performance under other contracts, including government contracts. For all contracts listed, the offeror shall provide the general contract information listed below. Past performance information shall take into consideration the Contractor's record of conforming to specifications and to standards of good quality; the Contractor's adherence to contract schedules, including the administrative aspects of performance; the Contractor's record of forecasting costs on previously performed projects; the Contractor's history for reasonable and cooperative behavior and commitment to customer satisfaction. If problems existed in previous contracts, the offeror shall provide evidence that current management principles or other actions taken will demonstrate clear and evident systemic improvement on past performance.

Offerors shall identify contracts, including all FNS projects, which are of a similar nature to this procurement and discuss their performance in terms of producing acceptable products within budget and established time constraints.

Specifically, past performance should be based on the contractor's most recent 5 years of business experience. A list of all contracts exceeding \$250,000.00 for similar services for the most recent 5 years of business experience shall be provided and include:

- (1) Name/Nature of contract
- (2) Contracting organization's name and address
- (3) Brief description of contract
- (4) Contract number
- (5) Dollar value of contract
- (6) Contract period of performance
- (7) Current name, phone and fax numbers of Contracting Officer
- (8) Current name, phone and fax numbers of Project Officer or
- (9) Technical Representative

Newly Formed Entities

Newly established firms shall provide for consideration as much information as is available. Offerors that are newly formed entities without prior contracts may list the contracting or subcontracting experience of its key personnel. Offerors without prior contracts may also provide past performance references for companies or subsidiaries or divisions of companies that they have acquired in the past three years. Offerors providing such information must explain the extent to which the integrity of the acquired units has maintained since the acquisition (i.e.

key personnel retained, key assets have not been sold or otherwise transferred, etc.).

NOTE: NOTWITHSTANDING THE DATE SPECIFIED FOR RECEIPT OF THIS RFP, PAST PERFORMANCE INFORMATION MUST BE SUBMITTED BY 4:30 PM LOCAL PREVAILING TIME July 28, 2006, 2006.

a. Mailing address:

USDA, Food and Nutrition Service
Contract Management Branch, Room 228
Attn: **Sabrina Mathis**
3101 Park Center Drive
Alexandria, VA 22302-1500

b. Facsimile Number: (703) 305-2071

c. e-mail address: **Sabrina.Mathis@fns.usda.gov**

L-5 SPECIAL INSTRUCTIONS, CONDITIONS, AND NOTICES

Listed below are some guidelines to assist you with the completion of your proposal. FNS is seeking a proposal that demonstrates a creative and innovative **three**-year campaign plan that includes budgets for the base period and each of the **two** option years. Base your proposal on the amount of funding (ceiling amount) shown below.

- **Task 1 - \$150,000,00 for the Base Year**
- **Task 2 - \$150,000,00 for Option Year I**
- **Task 3 - \$150,000,00 for Option Year II**

For proposal purposes: The comprehensive Spanish Media Outreach Plan should cover a 3-year period.

For proposal purposes: In costing out your proposal, **\$150,000** should be used for activities as well as the performance fee.

L-6 PRE-PROPOSAL CLARIFICATIONS

Offerors are advised that the terms of the solicitation and specifications may be clarified or amended in writing by the Contracting Officer.

All specific questions to be answered must be submitted in writing to the Contracting Officer and received by the Contracting Officer by **July 25, 2006**. Questions can be mailed, faxed or e-mailed to the following address, facsimile number or e-mail address.

a. Mailing address:

USDA, Food and Nutrition Service
Contract Management Branch, Room 228
Attn: **Sabrina Mathis**
3101 Park Center Drive
Alexandria, VA 22302-1500

b. Facsimile Number: (703) 305-2071

c. e-mail address: Sabrina.Mathis@fns.usda.gov

L-7 SERVICE OF PROTEST (FAR 52.233-2)(AUG 1996)

- (a) Protests, as defined in section 33.101 of the Federal Acquisition Regulation, that are filed directly with an agency, and copies of any protests that are filed with the General Accounting Office (GAO), shall be served on the

Contracting Officer (addressed as follows) by obtaining written and dated acknowledgment of receipt from Leonard Green, Contracting Officer, USDA, Food and Nutrition Service, Contract Management Branch, 3101 Park Center Drive, Room 228 Alexandria, VA 22302.

- (b) The copy of any protest shall be received in the office designated above within one day of filing a protest with the GAO.

SECTION M - EVALUATION FACTORS FOR AWARD

M-1 EVALUATION OF OPTION YEARS

Evaluation of option years 1 and 2. The Government will evaluate offers for award purposes by adding the total price for all three years of the campaign to the total price for the basic requirement. Evaluation of Option years 1 and 2 will not obligate the Government to issue task for these “out years”.

M-2 EVALUATION FOR AWARD

- A. The source selection process for this procurement will consider both technical merit and proposed prices, and award will be made to the offeror whose proposal represents the best value to the Government. Initial technical proposals will be evaluated by a technical evaluation panel (TEP) in accordance with the technical evaluation criteria set forth in M-2 (2) below. Initial business proposals will be evaluated by the contracting officer and other appropriate personnel, as determined by the contracting officer. Communications or clarifications, which involve limited exchanges of information, may be conducted with offerors during this phase of the selection process. The contracting officer will consider both technical merit and proposed price and, if necessary, establish a competitive range comprised of the most highly rated proposals. While it is anticipated a competitive range of offerors will be established for this acquisition, the Government reserves the right to make an award decision without conducting discussions, based on initial proposals submitted.
- B. Discussions and negotiations may be conducted with offerors in the competitive range, as deemed necessary by the Government. In addition, further communications involving limited exchanges of information may be conducted with offerors during this phase of the source selection process.
- C. When negotiations are complete, offerors remaining in the competitive range will be afforded the opportunity to submit final proposal revisions. However, revised offers may not be requested or accepted if the Government makes an award decision based on initial proposals, without conducting discussions with offerors.
- D. Final revised proposals will be reviewed and evaluated by the TEP and the contracting officer. Technical merit will be evaluated by the TEP based on a review of the initial technical proposal, responses to clarifications, communications and negotiations, and final proposal revisions in accordance with the technical criteria in M-2 (2) below. The offerors’ business proposals will be evaluated by the contracting officer and other appropriate personnel and the analyses will be based on information in the offerors’ initial business proposal, responses to clarifications, communications and negotiations, and the final revised business proposal.

- E. Technical merit is significantly more important than cost or price in making an award decision. However, award will be made to the offeror whose proposal represents the best value to the Government, considering the combination of technical merit and cost. All technical evaluation factors, other than cost or price, when combined, are significantly more important than cost or price factors. As the technical merit among offers becomes more similar, cost and price become increasingly more important. When the technical merit among offers becomes essentially equal, cost or price alone may be the determining factor for award.
- F. The following technical evaluation criteria will be used to evaluate proposals and each criterion will be weighted as indicated below:

The total possible score for each proposal is 100 points.

<u>Evaluation Criteria</u>	<u>Maximum Points</u>
1. Technical Approach	60
<ul style="list-style-type: none"> ▪ Proposed outreach plan is feasible, reasonable, culturally appropriate, creative, and will reach low-income Hispanic audiences. (15) ▪ Proposed plan clearly demonstrates that procedures to be employed will complement the efforts performed by the FSP contractor handling the national FSP national media campaign. (15) ▪ Proposed plan clearly demonstrates procedures to inform and work with local food stamp offices on activities. (15) ▪ Proposal demonstrates compelling promise to change the image of the FSP from a welfare program to a nutrition and work support program in local communities among Hispanic population. (10) ▪ Proposal demonstrates a clear understanding of social marketing techniques and how to apply them to the tasks in this SOW. (5) 	
2. Experience of Personnel	15
<ul style="list-style-type: none"> ▪ Resumes of key personnel (including project manager) demonstrate appropriate educational background and/or recent experience relevant to the tasks in this SOW including experience managing contracts of similar complexity and working with programs for Spanish-language low-income audiences, and in particular the FSP. (8) ▪ Job descriptions for vacant key personnel positions are relevant and appropriate. (7) 	

- 3. Quality Assurance Surveillance Plan** **10**
- The Quality Assurance Surveillance Plan is reasonable, feasible, and based on the outputs defined in this SOW and the identified Performance Requirements.

- 4. Past Performance** **10**
- Past performance demonstrates high levels of customer satisfaction, timely delivery of quality deliverables, and success in reaching and motivating low-income Hispanic populations. (5)
 - Proposal includes brief descriptions (including outcomes) of no more than three past projects that clearly describe how each relates to this project. Name of contracting activity, contract type, total contract value, and measure of project's success are included in each description. (3)
 - Sample products from similar campaigns (attachments) are relevant to this campaign and demonstrate the offeror's creativity and capability. (2)

- 5. Presentation** **5**
- Proposal is clearly presented, well written, well organized, and free of typographical and grammatical errors.