



Digital Frontiers

Request for Proposals (RFP)

No. 2022-10

Digital Strategy: Design, Development, and Implementation of the Digital Government Online Training

Issue Date: June 20, 2022

WARNING: Prospective Offerors who have received this document from a source other than the DigitalFrontiers@dai.com email address, should immediately contact DigitalFrontiers@dai.com and provide their name and email address in order that amendments to the RFP or other communications can be sent directly to them. Any prospective Offeror who fails to contact DigitalFrontiers@dai.com assumes complete responsibility in the event that they do not receive communications prior to the closing date. Any amendments to this solicitation, questions and answers, or other communications will be issued from DigitalFrontiers@dai.com

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Synopsis of the RFP

RFP No.	2022-10
Issue Date	June 20, 2022
Title	Digital Strategy: Digital Government Online Training
Issuing Office & Email	Digital Frontiers c/o DAI DigitalFrontiers@dai.com
Deadline for Receipt of Questions	June 27, 2022, 5pm EST, to DigitalFrontiers@dai.com
Deadline for Receipt of Proposals	July 11, 2022, 5pm EST, to DigitalFrontiers@dai.com
Point of Contact	DigitalFrontiers@dai.com
Anticipated Award Type	Fixed, Cost Reimbursable, or Time and Materials contract
Basis for Award	An award will be made based on the Trade Off Method . The award will be issued to the responsible and reasonable offeror who provides the best value to DAI and its client using a combination of technical and cost/price factors.

1. Introduction and Purpose

1.1 Purpose

DAI, the implementer of the USAID-funded Digital Frontiers program, invites qualified offerors to submit proposals to work with Digital Frontiers to support the Digital Strategy activity, for which DAI is seeking a firm to design, develop, and implement the Digital Government Online Training.

1.2 Issuing Office

The Issuing Office and Contact Person noted in the above synopsis is the sole point of contact at DAI for purposes of this RFP. Any prospective offeror who fails to register their interest with DigitalFrontiers@dai.com assumes complete responsibility if they do not receive direct communications (amendments, answers to questions, etc.) prior to the closing date.

1.3 Type of Award Anticipated

DAI anticipates awarding one (1) Fixed, Time and Materials, or Cost Reimbursable contract with a ceiling amount of no more than \$60,000. The contracting mechanism applied is subject to change during negotiations.

A Time and Materials Contract is: An award that allows the acquisition of supplies or services based on direct labor and materials at cost. It has two primary components: Labor (Time) and Non-labor (Materials).

A Cost Reimbursable Contract is: An award where the contractor is reimbursed for actual reasonable, allowable, and allocable costs up to a maximum ceiling value of the contract agreement.

A Firm Fixed Price Contract is: An award for a total firm fixed price, for the provision of specific services, goods, or deliverables and is not adjusted if the actual costs are higher or lower than the fixed price amount. Offerors are expected to include all costs, direct and indirect, into their total proposed price.

2. General Instructions to Offerors

2.1 General Instructions

“Offeror”, “Contractor”, and/or “Bidder” means a firm proposing the work under this RFP. “Offer” and/or “Proposal” means the package of documents the firm submits to propose the work.

Offerors wishing to respond to this RFP must submit proposals, in English, in accordance with the following instructions. Offerors are required to review all instructions and specifications contained in this RFP. Failure to do so will be at the Offeror’s risk. If the solicitation is amended, then all terms and conditions not modified in the amendment shall remain unchanged.

Issuance of this RFP in no way obligates DAI to award a contract or purchase order. Offerors will not be reimbursed for any costs associated with the preparation or submission of their proposal. DAI shall in no case be responsible for or liable for these costs.

Proposals are due no later than **July 11, 2022 at 5pm EST**, to be submitted via email to **DigitalFrontiers@dai.com**. Please include the RFP number (2022-10) in the subject line of the email. Late offers will be rejected except under extraordinary circumstances at DAI’s discretion. Technical proposals are limited to **three (3) to five (5) pages (excluding supporting documents detailed below)**.

The submission to DAI of a proposal in response to this RFP will constitute an offer and indicates the Offeror’s agreement to the terms and conditions in this RFP and any attachments hereto. DAI reserves the right not to evaluate a non-responsive or incomplete proposal.

2.2 Proposal Cover Letter

A cover letter shall be included with the proposal on the Offeror’s company letterhead with a duly authorized signature using Attachment B as a template for the format. The cover letter shall include the following items:

- The Offeror will certify a validity period of **60 days** for the prices provided.
- Acknowledge the solicitation amendments received.

2.3 Questions Regarding the RFP

Each Offeror is responsible for reading and complying with the terms and conditions of this RFP. Requests for clarification or additional information must be submitted in writing via email to DigitalFrontiers@dai.com by **June 27, 2022 at 5pm EST time**. No questions will be answered by phone. Any verbal information received from a DAI or Digital Frontiers employee or other entity shall not be considered as an official response to any question regarding this RFP.

Copies of questions and responses will be distributed via email to all prospective bidders who are on record as having received this RFP after the submission date specified in the Synopsis above.

3. Instructions for the Preparation of Technical Proposals

Technical proposals shall be in a separate attachment from cost proposals and shall be clearly labeled as "VOLUME I: TECHNICAL PROPOSAL". Technical proposals are limited to **three (3) to five (5) pages**, excluding personnel CVs, past performance matrix, and cover letter.

Technical proposals shall include the following contents:

1. Technical Qualifications

- Explanation of how the Offeror will achieve the tasks specified in Attachment A, Scope of Work;
- Workplan, demonstrating the approach, sequence, and management components involvement in providing the services described in Attachment A;
- Demonstration of Offeror's capacity and experience to implement the approach proposed;

2. Personnel Plan and Qualifications

- Personnel Plan that includes titles and job responsibilities of proposed team, demonstrating ability to successfully achieve selected tasks from SOW;
- CVs or bios of proposed personnel;

3. Past Performance

- The Offeror should provide at least 3 past relevant project examples in past performance matrix per the template in Attachment E along with and References and portfolio (6 video samples);

3.1 Services Specified

For this RFP, DAI is in need of the services described in Attachment A.

3.2 Technical Evaluation Criteria

All offers that meet the proposal requirements will be reviewed by the review panel.

Awards will be made based on the ranking of applications by the review panel according to the evaluation criteria and scoring system identified below:

Criteria	Evaluation Sub-criteria	Maximum Points
Video Production Technical Approach	Technical approach demonstrates the firm's ability (and any proposed partners) to complete the required task(s) from the scope of work and have access to a studio, camera, sound, and light equipment to shoot live interviews in the Washington DC area. Preference will be given to offers that: <ul style="list-style-type: none"> • Have the necessary skills, personnel, and resources to develop a video from start to finish, including storyboarding, filming, animating, and editing • Have experience producing videos that include high quality animation and live interviews 	5
Technical Approach to Digital Government /	Technical approach demonstrates the firm's ability (and any proposed partners) to develop and complete training content in a video format. Preference will be given to offers that demonstrate:	5

e-Government, service delivery / digital transformations, and/or related concepts)	<ul style="list-style-type: none"> ● Experience designing and developing training content for adult learners in a video format ● Previous experience working with USAID ● Ability to design and facilitate pilots with participants based in the US and in countries in which USAID works 	
Personnel Plan and Workplan	<ul style="list-style-type: none"> ● Personnel Plan demonstrates the ability of proposed staff to successfully achieve the outlined tasks. At minimum, the team should comprise one expert in each of the following areas: <ul style="list-style-type: none"> ○ Adult virtual learning, particularly through videos that are not interactive ○ High quality video and animated content development ○ Project management, with at least five years of experience managing USAID or other USG contracts ● CVs of illustrative personnel who will carry out one or more tasks outlined in the SOW ● Workplan is feasible and realistic. 	4
Past Performance	<ul style="list-style-type: none"> ● At least 3 video samples illustrating the offeror's quality of work are required ● Examples of past online training materials ● Preference will be given to offerors that complete video production (planning, storyboarding, production, post-production) internally ● Preference will be given to offerors that have produced video or training content in support to USAID programs and/or initiatives. 	4

4. Instructions for the Preparation of Cost Proposals

4.1 Cost Proposals

Cost proposals shall be in a separate attachment from technical proposals and shall be clearly labeled as "VOLUME II: COST PROPOSAL".

Per 2 CFR 700.13, for-profit Offerors must exclude profit from cost proposals. Offerors should use their previous experience and knowledge to inform a cost proposal that reflecting unit prices reasonable for the local market. The final number and type of events will be determined during the convening design phase of the scope of work. A variety of convenings (sizes, lengths, and virtual and in-person) should be included in costs.

Provided in Attachment C is a template for the cost proposal. Offerors shall complete the template including as much detailed information as possible. The Contractor is responsible for all applicable taxes and fees, as prescribed under the applicable laws for income, compensation, permits, licenses, and other taxes and fees due as required.

4.2 Budget Narrative

The budget must have an accompanying budget narrative and justification that provides in detail the estimated costs for implementation of the SOW in Attachment A. The combination of the cost data and narrative must be sufficient to allow a determination of whether the costs estimated are reasonable. A budget narrative template is included in Attachment C.

5. Basis of Award

5.1 Best Value Determination

DAI will review all proposals, and make an award based on the technical and cost evaluation criteria stated above and select the offeror whose proposal provides the best value to DAI. DAI may also exclude an offer from consideration if it determines that an Offeror is "not responsible", i.e., that it does not have the management and financial capabilities required to perform the work required.

Evaluation points will not be awarded for cost. Cost will primarily be evaluated for realism and reasonableness. DAI may award to a higher priced offeror if a determination is made that the higher technical evaluation of that offeror merits the additional cost/price. Alternatively, a lower priced proposal may be selected in lieu a higher scoring technical proposal, should cost savings be identified as the best means to deliver value for money to the initiative.

DAI may award to an Offeror without discussions. Therefore, the initial offer **must contain the Offeror's best price and technical terms.**

5.2 Responsibility Determination

DAI will not enter into any type of agreement with an Offeror prior to ensuring the Offeror's responsibility. When assessing an Offeror's responsibility, the following factors are taken into consideration:

1. Evidence of a UEI number, CAGE/NCAGE code, and SAM.gov registration (explained below and instructions contained in Attachment D).
2. The source, origin and nationality of the products or services are not from a Prohibited Country (explained below).
3. Offeror has adequate financial resources to finance and perform the work or deliver goods or the ability to obtain financial resources without receiving advance funds from DAI.
4. Ability to comply with required or proposed delivery or performance schedules.
5. A satisfactory past performance record.
6. A satisfactory record of integrity and business ethics.
7. Offeror has the necessary organization, experience, accounting and operational controls and technical skills.
8. Is qualified and eligible to perform work under applicable laws and regulations.

6. Inspection & Acceptance

The designated DAI Project Manager will inspect from time to time the services being performed to determine whether the activities are being performed in a satisfactory manner, and that all equipment or supplies are of acceptable quality and standards. The contractor shall be responsible for any countermeasures or corrective action, within the scope of this RFP, which may be required by the DAI Project Director as a result of such inspection.

7. Compliance with Terms and Conditions

7.1 General Terms and Conditions

Offerors agree to comply with the general terms and conditions for an award resulting from this RFP. The selected Offeror shall comply with all Representations and Certifications of Compliance listed in Attachment F.

7.2 Prohibited Technology

Offerors **MUST NOT** provide any goods and/or services that utilize telecommunications and video surveillance products from the following companies: Huawei Technologies Company, ZTE Corporation, Hytera Communications Corporation, Hangzhou Hikvision Digital Technology Company, or Dahua Technology Company, or any subsidiary or affiliate thereof, in compliance with 2 CFR 200.216.

7.3 Source and Nationality

DAI must verify the source and nationality of goods and services and ensure (to the fullest extent possible) that DAI does not procure any goods or services from prohibited countries listed by the Office of Foreign Assets Control (OFAC) as sanctioned countries. OFAC sanctioned countries may be searched within the System for Award Management (SAM) at www.SAM.gov. The current list of countries under comprehensive sanctions include: Cuba, Iran, North Korea, Sudan, and Syria. Goods may not transit through or be assembled in comprehensive sanctioned origin or nationality countries nor can the vendor be owned or controlled by a prohibited country. DAI is prohibited from facilitating any transaction by a third party if that transaction would be prohibited if performed by DAI.

By submitting a proposal in response to this RFP, Offerors confirm that they are not violating the Source and Nationality requirements of the goods or services being offered and that the goods and services comply with the exclusions for prohibited countries outlined above.

Under the authorized geographic code for its agreement DAI may only procure goods and services from the following countries:

Geographic Code 937: Goods and services from the United States, the cooperating country, and "Developing Countries" other than "Advanced Developing Countries: excluding prohibited countries. A list of the "Developing Countries" as well as "Advanced Developing Countries" can be found at: <http://www.usaid.gov/policy/ads/300/310maa.pdf> and <http://www.usaid.gov/policy/ads/300/310mab.pdf> respectively.

7.4 US Government Registrations

There is a **mandatory** requirement for your organization to provide evidence of the following registrations to DAI prior to being awarded an agreement. Without registering in the required databases, DAI cannot deem an Offeror "responsible" to conduct business with and therefore, DAI will not enter into a contract or monetary agreement with any organization. The determination of a successful offeror/applicant resulting from this RFP is contingent upon the winner providing a UEI number, CAGE/NCAGE Code, and evidence of SAM.gov registration to DAI. Offerors who fail to provide these will not receive an award and DAI will select an alternate Offeror.

- Offerors need to obtain the following before award of an agreement:
 - UEI Number
 - Registration with SAM
 - CAGE/NCAGE

For detailed information on registration in the above USG databases, see Attachment D - Instructions for Obtaining CAGE/NCAGE Code, SAM Registration, and UEI Number

Restricted/Sanctioned Groups or Individuals

U.S. Executive Orders and U.S. law prohibit transactions with, and the provisions of resources and support to, individuals and organizations associated with terrorism. These requirements apply to Vendor/Subcontractor. No material support or resources may be provided to individuals or entities that appear on the following lists¹:

- a. Office of Foreign Assets Control (OFAC) (Department of Treasury) Sanctions List: <https://sanctionssearch.ofac.treas.gov/>
- b. OFAC's List of Specially Designated Nationals (SDN) and Blocked Persons, and the database formerly known as EPLS, now searchable at www.sam.gov
- c. Consolidated United Nations Security Council Sanctions List, available at <https://www.un.org/sc/suborg/en/sanctions/un-sc-consolidated-list>

The term "material support" includes "any property, tangible or intangible, or service, including currency or monetary instruments or financial securities, financial services, lodging, training, expert advice or assistance, safehouses, false documentation or identification, communications equipment, facilities, weapons, lethal substances, explosives, personnel, and transportation, except medicine or religious materials."

Please note that the following are included in the list of sanctioned entities:

- Fuerzas Armadas Revolucionarias de Colombia (FARC)
- FARC Communes/Political Party
- The National Liberation Army (ELN) (Colombia and Venezuela)
- Shining Path (SL) (Peru)

Further information is available at:

<https://www.state.gov/j/ct/rls/other/des/122570.htm>

<https://www.treasury.gov/resource-center/sanctions/Programs/Documents/terror.pdf>

7.5 Fly America Act

The contractor must comply with Fly America Act restrictions for all international travel under this award.

8. Procurement Ethics

Neither payment nor preference shall be made by either the Offeror, or by any DAI staff, in an attempt to affect the results of the award. DAI treats all reports of possible fraud/abuse very seriously. Acts of fraud or corruption will not

be tolerated, and DAI employees and/or contractors/subgrantees/vendors who engage in such activities will face serious consequences. Any such practice constitutes an unethical, illegal, and corrupt practice and either the Offeror or the DAI staff may report violations to DAI's Ethics Hotline at +1-503-597-4328, Ethics@dai.com, or www.dai.ethicspoint.com. DAI ensures anonymity and an unbiased, serious review and treatment of the information provided. Such practice may result in the cancellation of the procurement and disqualification of the Offeror's participation in this, and future, procurements. Violators will be reported to USAID, and as a result, may be reported to the U.S. Department of Justice to be included in a Restricted Parties list, preventing them from participating in future U.S. Government business.

Offerors must provide full, accurate and complete information in response to this solicitation. The penalty for materially false responses is prescribed in Section 1001 of Title 18 of the United States Code.

In addition, DAI takes the payment of USAID funds to pay Terrorists, or groups supporting Terrorists, or other parties in exchange for protection very seriously. Should the Terrorist, groups or other parties attempt to extort/demand payment from your organization you are asked to immediately report the incident to DAI's Ethics and Compliance Anonymous Hotline at the contacts described in this clause.

By submitting an offeror, offerors certify that they have not/will not attempt to bribe or make any payments to DAI employees in return for preference, nor have any payments with Terrorists, or groups supporting Terrorists, been attempted.

9. Attachments

9.1 Attachment A: Scope of Work for Services

Digital Government Online Training

Digital Frontiers is a \$75 million buy-in mechanism available to USAID Bureaus and Missions from 2017 to 2023. DAI implements the Digital Frontiers project, which works closely with USAID's Development, Democracy and Innovation Bureau (DDI), the Innovation Technology and Research Hub's Technology Unit (ITR/T), USAID missions, the private sector, and international and local development organizations to identify successful and sustainable digital development approaches and scale their impact globally.

BACKGROUND

USAID launched the Agency's first ever Digital Strategy in April 2020, led by the ITR/T Division. It is the Agency-wide vision for development and humanitarian assistance in the world's rapidly evolving digital landscape. The Digital Strategy is implemented through four tracks and 17 initiatives.

- The Digital Government initiative is the newest initiative under the Digital Strategy. The Digital Government initiative helps governments to use digital tools responsibly for coordinated, efficient, resilient, responsive, accountable, and participatory management (e-administration), service delivery, and engagement with stakeholders. The goals of the initiative are to support partner countries to have the capabilities required for effective and responsible digital government; assist USAID personnel to have the knowledge and skills to design and manage responsible digital government activities; and to develop partnerships and initiatives which influence the ecosystem for digital government.
- The Digital Government initiative is part of track two: "Helping Partners Navigate Opportunity and Risk." USAID and our partners must seize the opportunities and appropriately mitigate the risks that digital technology presents in a fast-moving world of digital technology. Therefore, USAID will employ a principled approach to apply digital development effectively and responsibly throughout the Program Cycle and remain flexible in how it endeavors to address risk and seize opportunity, with an aim to learn and adapt throughout the process of implementation.

The Digital Frontiers team is working with the Digital Government initiative team to develop online training consisting of a series of five short videos that explain:

1. The key components and opportunities of digital government
2. Risks of digital government
3. Good practices in digital government - part 1
4. Good practices in digital government - part 2
5. 2-3 examples of digital government initiatives that cover 1) what the goal was, 2) a challenge of what happened in reality, and 3) a positive outcome.

OBJECTIVE

The objective is to upskill USAID staff on the key components, risks, and opportunities of digital government; lessons learned and good practices in digital government; and examples of digital government initiatives.

TASKS

USAID and Digital Frontiers will achieve the stated objective by creating a training for USAID staff that is easy to access and digest so that this critical content can reach as many USAID staff as possible in a way that is accommodating to their schedule and learning style. The training will consist of a series of 5 interrelated, short videos for both Washington, DC and Mission-based USAID staff on identified Digital Government topics. The contractor is to develop:

- Self-paced training including five, high-quality short videos (up to five minutes each). Videos should include high-quality animations, voiceover, and live interviews. For an example of the expected video quality, please see this [series of videos on 5G from Axios](#).

Note: *Vendor is expected to conduct interviews in a studio in the Washington DC area using professional grade camera, audio, and lighting equipment. If the vendor does not have access to a studio, Digital Frontiers expects the vendor to rent a studio and have staff on site to manage recording and sound under this agreement.*

The contractor will also provide project management and oversight of video development, including maintaining and managing content development, ensuring all teams stay on track and meet deadlines, and providing facilitation support for scheduled meetings and/or workshops.

Task 1: Produce a workplan for training

- Hold a kick-off meeting with appropriate USAID and Digital Frontiers team members to refine the vision and learning objectives of Digital Government training series– including scope, content to be adapted, audience, training length, and approach.
- Build a workplan that clearly lays out timelines for deliverables, key milestones, responsible parties, and other necessary resources.
- Consult with USAID and DAI throughout to utilize existing content (toolkits, primers) for the video content development.

Task 2: Develop outline for Digital Government training

- Conduct additional meetings and workshops with Digital Frontiers and USAID to develop and design the training content macro and micro-outlines.
- The overall outline of the Digital Government training should include an outline of each of the short videos (5 videos) identifying themes, topics, and short descriptions for each video. The outline should also explain how the videos interrelate and achieve the overarching training objective.
- Ensure that the outlines receive a thorough review and USAID technical reviewers receive as much time as they need to review and provide feedback. **This may include multiple rounds of edits and integrating feedback.**

Task 3: Develop a script for each video (5 videos)

- Develop a script for the videos (5 videos, up to 5 minutes each) based on the approved outline.
- Conduct additional meetings and workshops with Digital Frontiers and USAID, as needed.
- Ensure that the script receives a thorough review process and USAID technical reviewers receive as much time as they need to review and provide feedback. **This may include multiple rounds of edits and integrating feedback.**

Task 4: Create storyboards for each video (5 videos)

- In close collaboration with the content development team at Digital Frontiers and USAID, develop a storyboard for each video (5 videos, approximately 5 minute each) based on the approved script, including any visuals, graphics, voice overs, or other visual effects for the videos. The storyboards should lay out how live interviews will be incorporated with animation and visuals.
- Suggest elements and techniques for best conveying the messages in the scripts. These elements and techniques might include high-quality animation, voice-over, and live interviews. For an example of the expected video quality, please see [this series of videos on 5G from Axios](#).
- Conduct additional meetings and workshops with Digital Frontiers and USAID, as needed.
- Ensure that the storyboards receive a thorough review and USAID technical reviewers receive as much time as they need to review and provide feedback. **This may include multiple rounds of edits and integrating feedback of the video rough cuts.**

Task 5: Produce drafts of videos (5 videos)

- Produce drafts of videos (5 videos, up to 5 minutes each) for initial feedback and commenting.
- Ensure that the videos receive a thorough review and USAID technical reviewers receive as much time as they need to review and provide feedback. This may include multiple rounds of edits and integrating feedback.
- Final videos should be:
 - Hosted on USAID's Learning Management System platform (or on the USAID Youtube Channel), which will allow USAID staff to access training content and participate individually at their convenience.
 - The following requirements must be met by all content creators and vendors before submitting a request for training to be uploaded to USAID University:
 - Include high-quality animation, voiceover, background music, closed captioning, and live interviews.
 - Live videos must be filmed in a studio with professional grade camera, audio, and lighting equipment.
 - Videos must be produced in HD 1080p and be compatible to post on Facebook, YouTube, Twitter, and LinkedIn.
 - Submission of the final version of the videos for USAID staff must meet the below requirements for uploading to USAID platforms:
 - All online training content developed must be [SCORM](#) 1.2 compliant
 - All online training content must run on the agency PC standard configuration with agency approved software
 - All online training content must not require Adobe Flash Player to run
 - All online training content must be [section 508 compliant](#)
 - All online training content must follow USAID branding guidelines
 - All online training content packages must be no larger than 250MB in size
 - All online training content videos should have copy-edited closed captions
 - All online training content packages must not contain outside references to content (player, video, image, or other media references)
 - A sample training module should be submitted to test the compliance with the USAID learning platform

Note: Vendor is expected to conduct interviews in a studio in the Washington DC area using professional grade camera, audio, and lighting equipment. If the vendor does not have access to a studio, Digital Frontiers expects the vendor to rent a studio and have staff on site to manage recording and sound under this agreement.

Task 6: Pilot

- Schedule a pilot of the training (self-paced, five videos) with identified USAID participants.
- Prepare logistics and facilitate the pilot that will include letting the pilot participants review the self-paced videos and gather their feedback in written and oral formats. The vendor should run the logistics of the pilot as well as facilitate the feedback gathering with support from DAI and USAID.
- Gather and analyze feedback from pilot attendees and develop an action plan for revising videos.

Task 7: Submit final products (5 videos)

- Revise videos based on feedback from pilots conducted by DAI and USAID. **Note:** The feedback from the pilot might include content revisions as well as animation, design, or style changes.

- Produce the final videos.

PROGRAM DELIVERABLES

Upon award, the contractor will be expected to deliver the following according to the approximate schedule.

Deliverable	Format	Deadline
Task 1: Workplan	Word Document or PPT	Week 2 of the contract
Task 2: Develop Outline of the Short Videos	Word Document or PPT	Week 4 of the contract
Task 3: Script for Short Videos (5 videos)	Word Document or PPT	Week 6 of the contract
Task 4: Storyboards for Videos (5 videos)	Word Document or PPT	Week 10 of the contract
Task 5: Draft Short Videos (5 videos)	MP4	Week 12 of the contract
Task 6: Pilot	Word Document or PPT	Week 16 of the contract
Task 7: Final Short Videos (5 videos)	MP4	Week 20 of the contract

Note: Due to the required USAID clearance process, the contractor might experience delays in receiving approval for some deliverables.

9.2 **Attachment B: Proposal Cover Letter**

[On Firm's Letterhead]

<Insert date>

TO: Click here to enter text.
DAI Global, LLC

We, the undersigned, provide the attached proposal in accordance with **RFP**-Click here to enter text.-Click here to enter text. issued on Click here to enter text. Our attached proposal is for the total price of <Sum in Words (\$0.00 Sum in Figures) >.

I certify a validity period of 60 days for the prices provided in the attached Cost Proposal. Our proposal shall be binding upon us subject to the modifications resulting from any discussions.

Offeror shall verify here the items specified in this RFP document.

We understand that DAI is not bound to accept any proposal it receives.

Yours sincerely,

Authorized Signature:

Name and Title of Signatory: Click here to enter text.

Name of Firm: Click here to enter text.

Address: Click here to enter text.

Telephone: Click here to enter text.

Email: Click here to enter text.

9.3 **Attachment C: Budget and Budget Narrative Template**

	Name	Rate	LOE/Units	Unit Type	Cost
I. Salaries and Wages					
Person 1	TBD	\$0.00	0		\$0
Person 2	TBD	\$0.00	0		\$0
Person 3	TBD	\$0.00	0		\$0
Total Salaries and Wages			0		\$0
II. Indirect Costs on Labor					
Fringe (full-time employees)					\$0
Overhead on Labor					\$0
Total Indirect Costs on Labor					\$0
III. Other Direct Costs					
1. Project Management Expenses					
Communications		\$0.00	0		\$0
Other (DESCRIBE)		\$0.00	0		\$0
Total Other Direct Costs					\$0
Total Program Expenses					\$0
Indirect Costs on All Costs			0		\$0
Grand Total					\$0

Budget Narrative Template

The following narrative follows the format of the budget. *Firm Name* has priced its proposal on a: (specify) Cost Reimbursable or Time and Materials (T&M) basis.

Salaries and Wages

For our labor cost estimates, we have used the daily rates for personnel, as supported by actual salaries and/or prevailing labor rates (please explain and provide justification or backup for rates).

- Name, Title proposed for a total of XX days at a daily rate of \$XXX.

- Name, Title proposed for a total of XX days at a daily rate of \$XXX.
- Name, Title proposed for a total of XX days at a daily rate of \$XXX.
- Name, Title proposed for a total of XX days at a daily rate of \$XXX.

Level of Effort (LoE) allocations should be accompanied with brief technical justifications describing each position's roles and responsibilities (and requisite LoE) for each of the Tasks outlined in Attachment A.

Other Direct Costs

This category includes basic support costs for the project such as XXXX (Explain and provide backup for costs). Included within this cost category are all costs necessary for the successful operation of this activity.

Offerors should use their previous experience and knowledge to recommend the number of convenings within the budget. A variety of convenings (sizes, lengths, and virtual verse in-person) should be included in costs.

Indirect Costs on All Costs

All indirect costs must be in accordance with the Firm's policies (explain and provide justification). Per 2 CFR 700.13, for-profit Offerors must exclude profit from cost proposals.

9.4 Attachment D: Instructions for Obtaining a CAGE/NCAGE Code, SAM Registration, and UEI Number

Background:

Summary of Current U.S. Government Requirements

There are mandatory requirements for Contractors to obtain the following items/registration before a contract of any kind can be awarded. Without registering in the required databases, DAI cannot deem an Offeror to be “responsible” to conduct business with and therefore, DAI will not enter into an agreement with any such organization. The award of an IQC or Task Order contract resulting from this RFP is contingent upon the winner providing a UEI number, a CAGE/NCAGE code, and proof of registration in the SAM.gov system. Organizations who fail to provide these will not receive an agreement and DAI will select an alternate Offeror.

CAGE/NCAGE Code

The Commercial and Government Entity (CAGE) Code was established by the US. The NATO Codification System developed the NATO Commercial and Government Entity (NCAGE) Code. When a business/organization is assigned a CAGE/NCAGE, they are in fact the same type/structure of code but identifies which nation or if the NATO Support Agency assigned the CAGE/NCAGE.

- Link to the CAGE/NCAGE Code request:
<https://eportal.nspa.nato.int/AC135Public/scage/CageList.aspx>
- Link to CAGE/NCAGE code request instructions:
<https://eportal.nspa.nato.int/AC135Public/Docs/US%20Instructions%20for%20NSPA%20NCAGE.pdf>

System for Award Management (SAM) Registration

You must have an active registration with www.SAM.gov to do business with the Federal Government. To register in SAM, at a minimum, you will need the following information:

- U.S. Registrants:
 - 1) Your Legal Business Name, and Physical Address;
 - 2) Your Taxpayer Identification Number (TIN) and Taxpayer Name associated with your TIN; Review your tax documents from the IRS (such as a 1099 or W-2 form) to find your Taxpayer Name
 - 3) Your bank's routing number, your bank account number, and your bank account type, i.e., checking or savings, to set up Electronic Funds Transfer (EFT)
- International Registrants:
 - 1) Your NATO Commercial and Government Entity (NCAGE) Code
 - 2) Your Legal Business Name, and Physical Address.

Follow this link to create a SAM.gov user account and register your organization:
https://www.sam.gov/portal/SAM/?navigationalstate=JBPNS_r00ABXdcACJqYXZheC5mYWNlcy5wb3J0bGV0YnJpZGdlLlNUQVRFX0IEAAAAAQApdmlldzo5ZTNkNDA3MS1YyZiLTRjZjgtYmQ2Ny03Mjg3Y2EYzJhMzIA_B19fRU9GX18*&portal:componentId=1fccbe43-ae5a-4f24-ae71-312126928af8&interactionstate=JBPNS_r00ABXcwABBfanNmQnJpZGdlVmlld0kAAAAAQAPL2pzZi9iYW5uZXluanNwAAdfX0VPRI9f&portal:type=action##11

Unique Entity ID (UEI)

By April 4, 2022, the federal government will transition away from the DUNS Number to the new Unique Entity ID (SAM), or ‘UEI,’ for entity identification of federal awards government-wide. Entity identification in federal awards (grants, loans, contracts, etc.) means a unique set of numbers and letters used to identify every entity seeking to do business with the federal government. Currently, and through April 3, 2022, the federal government uses the DUNS Number, assigned by Dun & Bradstreet. On April 4, 2022 and moving forward, the federal government will use the Unique Entity ID (SAM), or “UEI” assigned by SAM.gov.

9.5 [Attachment E: Past Performance Table Template](#)

Include projects that best illustrate your work experience relevant to this RFP, sorted by decreasing order of completion date.

Projects should have been undertaken in the past three years. Projects undertaken in the past six years may be taken into consideration at the discretion of the evaluation committee.

#	Project Title	Description of Activities	Reference(s) Name, email and/or phone	Client Name and Address	Cost in US\$	Start-End Dates	Problem(s) Encountered and Resolutions
1							
2							
3							
4							
5							

9.6 Attachment F: Representations and Certifications of Compliance

1. Federal Excluded Parties List - The Bidder Select is not presently debarred, suspended, or determined ineligible for an award of a contract by any Federal agency.
2. Executive Compensation Certification- DAI, as prime contractor of U.S. federal government contracts, reports compensation levels of the five most highly compensated subcontractor executives to the Federal Funding Accountability and Transparency Act Sub-Award Report System (FSRS)
3. Executive Order on Terrorism Financing- The Contractor is reminded that U.S. Executive Orders and U.S. law prohibits transactions with, and the provision of resources and support to, individuals and organizations associated with terrorism. It is the legal responsibility of the Contractor/Recipient to ensure compliance with these Executive Orders and laws. Recipients may not engage with, or provide resources or support to, individuals and organizations associated with terrorism. No support or resources may be provided to individuals or entities that appear on the Specially Designated Nationals and Blocked persons List maintained by the US Treasury (online at www.SAM.gov) or the United Nations Security Designation List (online at: http://www.un.org/sc/committees/1267/aq_sanctions_list.shtml). This provision must be included in all subcontracts/sub awards issued under this Contract.
4. Trafficking of Persons – The Contractor may not traffic in persons (as defined in the Protocol to Prevent, Suppress, and Punish Trafficking of persons, especially Women and Children, supplementing the UN Convention against Transnational Organized Crime), procure commercial sex, and use forced labor during the period of this award.
5. Organizational Conflict of Interest –The Bidder certifies that is not aware of any information bearing on the existence of any potential organizational conflict of interest. The Bidder further certifies that if the Bidder becomes aware of information bearing on whether a potential conflict may exist, that Bidder shall immediately provide DAI with a disclosure statement describing this information.
6. Business Size and Classification(s) – The Bidder certifies that is has accurately and completely identified its business size and classification(s).
7. Equal Opportunity – The Bidder certifies that it does not discriminate against any employee or applicant for employment because of age, sex, religion, handicap, race, creed, color or national origin.
8. Labor Laws – The Bidder certifies that it is in compliance with all labor laws.
9. Employee Compliance – The Bidder warrants that it will require all employees, entities and individuals providing services in connection with the performance of an DAI Purchase Order to comply with the provisions of the resulting Purchase Order and with all Federal, State, and local laws and regulations in connection with the work associated therein.

By submitting a proposal, offerors agree to fully comply with the terms and conditions above and all applicable U.S. federal government clauses included herein and will be asked to sign these Representations and Certifications upon award.

9.7 [Attachment H: Proposal Checklist](#)

Offeror: _____

Have you?

- ☐ Submitted your proposal to DigitalFrontiers@dai.com as specified in General Instructions above?
- ☐ Submitted Separate Technical and Cost proposal email attachments?

Does your proposal include the following?

- ☐ Signed Cover Letter (*use template in Attachment B*)
- ☐ Technical Proposal not exceeding five (5) pages
- ☐ Past Performance Matrix (*use template in Attachment E*) with links to 3 video samples
- ☐ CVs/bios of Team lead and staff
- ☐ Cost Proposal including budget and budget narrative (*use templates in Attachment C*)