

<b>SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL PRODUCTS AND COMMERCIAL SERVICES</b>				1. REQUISITION NO.		PAGE 1 OF 71	
<b>OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, &amp; 30</b>							
2. CONTRACT NO.		3. AWARD/EFFECTIVE DATE		4. ORDER NO.		5. SOLICITATION NUMBER 36C10X22Q0181	
7. FOR SOLICITATION INFORMATION CALL:		a. NAME Anthony Zibolski				b. TELEPHONE NO. (No Collect Calls) 202-664-6820	
8. OFFER DUE DATE/LOCAL TIME 08-10-2022 08:00 EDT							
9. ISSUED BY Strategic Acquisition Center - Frederick Department of Veterans Affairs  5202 Presidents Court, Suite 103 Frederick MD 21703				10. THIS ACQUISITION IS <input checked="" type="checkbox"/> UNRESTRICTED OR <input checked="" type="checkbox"/> SET ASIDE: 100 % FOR: <input checked="" type="checkbox"/> SMALL BUSINESS <input type="checkbox"/> WOMEN-OWNED SMALL BUSINESS (WOSB) ELIGIBLE UNDER THE WOMEN-OWNED SMALL BUSINESS PROGRAM <input type="checkbox"/> HUBZONE SMALL BUSINESS <input type="checkbox"/> EDWOSB <input type="checkbox"/> SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS <input type="checkbox"/> 8(A) NAICS: 541511 SIZE STANDARD:			
11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED <input type="checkbox"/> SEE SCHEDULE		12. DISCOUNT TERMS		13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700) <input type="checkbox"/>		13b. RATING N/A	
14. METHOD OF SOLICITATION <input checked="" type="checkbox"/> RFQ <input type="checkbox"/> IFB <input type="checkbox"/> RFP							
15. DELIVER TO  See Section B.4				16. ADMINISTERED BY Strategic Acquisition Center - Frederick Department of Veterans Affairs  5202 Presidents Court, Suite 103 Frederick MD 21703			
17a. CONTRACTOR/OFFEROR  TELEPHONE NO. _____ UEI: _____ EFT: _____		18a. PAYMENT WILL BE MADE BY U.S. Department of Veterans Affairs Financial Services Center PO BOX 149971 (see Section B.3 invoicing/payment) Austin TX 78714-8917 PHONE: 1-(877)-489-6135 FAX: _____		18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a UNLESS BLOCK BELOW IS CHECKED <input type="checkbox"/> SEE ADDENDUM			
17b. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER <input type="checkbox"/>							
19. ITEM NO.		20. SCHEDULE OF SUPPLIES/SERVICES See CONTINUATION Page		21. QUANTITY		22. UNIT	
		23. UNIT PRICE		24. AMOUNT			
		VA General Mental Health and Suicide Prevention Awareness and Education Outreach Support Services					
(Use Reverse and/or Attach Additional Sheets as Necessary)							
25. ACCOUNTING AND APPROPRIATION DATA See CONTINUATION Page				26. TOTAL AWARD AMOUNT (For Govt. Use Only)			
27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1, 52.212-4. FAR 52.212-3 AND 52.212-5 ARE ATTACHED. ADDENDA <input checked="" type="checkbox"/> ARE <input type="checkbox"/> ARE NOT ATTACHED.				27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4. FAR 52.212-5 IS ATTACHED. ADDENDA <input type="checkbox"/> ARE <input type="checkbox"/> ARE NOT ATTACHED			
28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN <u>1</u> COPIES TO ISSUING OFFICE. CONTRACTOR AGREES TO FURNISH AND DELIVER ALL ITEMS SET FORTH OR OTHERWISE IDENTIFIED ABOVE AND ON ANY ADDITIONAL SHEETS SUBJECT TO THE TERMS AND CONDITIONS SPECIFIED				29. AWARD OF CONTRACT: REF. _____ OFFER DATED _____ YOUR OFFER ON SOLICITATION (BLOCK 5), INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN IS ACCEPTED AS TO ITEMS:			
30a. SIGNATURE OF OFFEROR/CONTRACTOR				31a. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER)			
30b. NAME AND TITLE OF SIGNER (TYPE OR PRINT)		30c. DATE SIGNED		31b. NAME OF CONTRACTING OFFICER (TYPE OR PRINT) Carey M. Kauzlarich Contracting Officer		31c. DATE SIGNED See Block 31a	

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## SECTION B - CONTINUATION PAGES

### B.1 CONTRACT ADMINISTRATION DATA

1. Contract Administration: All contract administration matters will be handled by the following individuals:

a. CONTRACTOR: TBD

POC:  
Phone:  
Email:

b. GOVERNMENT: Strategic Acquisition Center – Frederick  
Department of Veterans Affairs  
5202 Presidents Court, Suite 103  
Frederick, MD 21703

Contracting Officer (CO): Carey M. Kauzlarich  
[Carey.Kauzlarich@va.gov](mailto:Carey.Kauzlarich@va.gov)  
202-740-6280

Contract Specialist (CS): Anthony Zibolski  
[Anthony.Zibolski@va.gov](mailto:Anthony.Zibolski@va.gov)  
202-664-6820

Contracting Officer's  
Representative (COR): To be determined upon award.

## B.2 INVOICING INSTRUCTIONS

**1. Submission** - In accordance with VAAR Clause 852.232-72 Electronic Submission of Payment Requests, all invoices shall be submitted electronically.

**Tungsten (fka OB10) ELECTRONIC INVOICE SUBMISSION**  
**FSC e-INVOICE PROGRAM THRU AUSTIN PORTAL**  
**FSC MANDATORY ELECTRONIC INVOICE SUBMISSION FOR AUSTIN PAYMENTS**

**Vendor Electronic Invoice Submission Methods:**

Fax, email, and scanned documents are not acceptable forms of submission for payment requests. Electronic form means an automated system transmitting information electronically according to the accepted data transmissions below.

- VA's Electronic Invoice Presentment and Payment System – The Financial Services Center (FSC) in Austin, TX uses a third-party contractor, Tungsten, to transition vendors from paper to electronic invoice submission. Please go to this website: <http://www.tungsten-network.com/US/en/veterans-affairs/> to begin submitting electronic invoices, free of charge.
- A system that conforms to the X12 electronic data interchange (EDI) formats established by the Accredited Standards Center (ASC) chartered by the American National Standards Institute (ANSI). The X12 EDI Web site is <http://www.x12.org>.

**Vendor e-invoice Set-up information:**

Please contact Tungsten at the phone number or email address listed below to begin submitting your electronic invoices to the VA Financial Services Center in Austin, TX for payment processing. If you have questions about the payment status of a properly submitted invoice, the e-invoicing program, or Tungsten, please contact the FSC at the phone number or email address listed below.

- Tungsten e-Invoice setup information: 1-877-489-6135
- Tungsten e-Invoice email: [VA.Registration@tungsten-network.com](mailto:VA.Registration@tungsten-network.com)
- FSC e-Invoice contact information: 1-877-353-9791
- FSC e-Invoice email: [vafscshd@va.gov](mailto:vafscshd@va.gov)
- <http://www.fsc.va.gov/einvoice.asp>

**COMMUNICATIONS:**

- <https://www.federalregister.gov/articles/2012/11/27/2012-28612/vaacquisition-regulation-electronic-submission-of-payment-requests>
- <http://fcw.com/articles/2012/11/27/va-epayments.aspx?s=fcwdaily>

**2.Submission of Proper Invoice** - The following data must be included in an invoice for it to constitute a proper invoice:

- a. Name and address of the contractor
- b. Invoice date and number
- c. IFCAP Purchase Order No.:
- d. Contract No.: TBD
- e. Item number, description, quantity, unit of measure, price, extended price, and a total of supplies delivered, or services performed.

- 1. Cumulative billing (per line item and total)
- 2. Final invoices must be marked '**FINAL INVOICE**'
- 3. Proof of supplies delivered, or services performed **MUST** also be provided. Signature, printed name, and title of Government receiving official, and date of delivery or performance period must be included.

**INVOICES THAT DO NOT COMPLY WITH THESE REQUIREMENTS SHALL BE REJECTED.**

**3.Contractor Remittance Address**

All payments by the Government to the contractor will be made in accordance with:

☒ 52.232-33, Payment by Electronic Funds Transfer - System for Award Management,  
or

☐ 52.232-36, Payment by Third Party

**4.Invoice shall be submitted in the arrears**

- a. Quarterly ☐
- b. Semi-Annually ☐
- c. Other ☒ Monthly, in accordance with FAR 52.212-4.

**B.3 PRICE/COST SCHEDULE**

Due to fluctuations with the budget appropriated for the work under this effort, the amount for paid media, travel, and ODC's (contract line item numbers 0026, 0027AA and 0027BB) throughout the life of this contract may fluctuate based on the amount of effort needed.

**ITEM INFORMATION**

Base Period: [TBD Award Date + 12 Months]

ITEM NUMBER	DESCRIPTION OF SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
0001	7.1.1 Kick-Off Meeting, Initial Project Management Plan (PMP) Contract.	1.00	JB	NSP	\$0.00
0002	7.1.2 Final Project Management Plan (PMP).	1.00	JB	NSP	\$0.00
0003	7.2.1A Support Implementation of Outreach Campaigns on a National Level.	12.00	MO	\$ _____	\$ _____
0004	7.2.1B Develop and implement a focused campaign for Mental Health Month in May, focused campaigns for Tobacco & Health for the Great American Smokeout (November), the Great American Spitout (February), and World No Tobacco Day (May), and focused campaign for MST for use during Sexual Assault Awareness Month in April.	12.00	MO	\$ _____	\$ _____
0005	7.2.1C Provide Existing MTC and Overall Mental Health Communication Content, including content focused on increasing support and awareness of SUD in general, opioid use disorder, stimulant use disorder, harm reduction and naloxone, Mental Health Summits NLT February, MST, Psychotherapy, Women and Minority Veterans and 24 external blogs specific to VA Mental Health as appropriate and in Accordance with Approved Messaging.	12.00	MO	\$ _____	\$ _____
0006	7.2.1D Logistics Support, Attendance, and Take-Down for 30 Professional Events/Conferences within the U.S.	30.00	JB	\$ _____	\$ _____
0007	7.2.1E Establish Metrics and Report on Effectiveness of Outreach and Conferences/Events for Mental Health in General, MTC, Mental Health Month in May, Sexual Assault Awareness Month (April) and T&H efforts for the Great American Smokeout (November), the Great American Spitout (February), SUD and World No Tobacco Day (May). Outreach Outcomes and Results will be Included in the Required Monthly Progress Reports Detailed in Section 9.0	12.00	MO	\$ _____	\$ _____
0008	7.3.1A Full Time Graphic Support to Develop New Material and Expanded Current Outreach Tool Kits in Color, Black and White, and Web Versions With Print Instructions, and a Mobile Display Ensuring 508 Compliance.	12.00	MO	\$ _____	\$ _____
0009		12.00	MO	\$ _____	\$ _____

	7.3.1B Full Time Graphic Support to Develop New 508 Compliant Outreach Tool Kits for MST for Sexual Assault Awareness Month and Mental Health Summits.			
<b>0010</b>	12.00	MO	\$ _____	\$ _____
	7.4.1 Fulfillment, Distribution, Tracking, and Storage of Collateral and Other Materials and Assessment of Effectiveness.			
<b>0011</b>	12.00	MO	\$ _____	\$ _____
	7.5.1A Refined Metrics Document; Monthly Web and Social Media Dashboards, monthly PSA/Paid.			
<b>0012</b>	12.00	MO	\$ _____	\$ _____
	7.5.1B Focus Groups Specific to Mental Health Topics.			
<b>0013</b>	12.00	MO	\$ _____	\$ _____
	7.6.1A Website Maintenance Including Migration to New Structure and Overall Support for Web and Mobile.			
<b>0014</b>	2.00	JB	\$ _____	\$ _____
	7.6.1B Develop Two Website Splash Pages.			
<b>0015</b>	12.00	MO	\$ _____	\$ _____
	7.7.1A Social Media Monitoring, Maintenance, Moderation for MTC Social Media Properties (YouTube, Facebook, Instagram) and Monthly MTC Content - 36 Posts for (Facebook, Instagram, Twitter) all Properties Delivered the Proceeding Month.			
<b>0016</b>	12.00	MO	\$ _____	\$ _____
	7.7.1B Develop Approximately 24 Monthly Social Media Content Items for General Mental Health Outreach Closely Aligned With MTC Social Media Development Schedule.			
<b>0017</b>	1.00	JB	\$ _____	\$ _____
	7.7.1C Social Media Strategy Implementation Plan.			
<b>0018</b>	12.00	MO	\$ _____	\$ _____
	7.7.1D Social Media Strategy Implementation.			
<b>0019</b>	12.00	MO	\$ _____	\$ _____
	7.8.1A Video Plan, Recruitment, Production, Professional Photography Services, and Post Production of Four Interview for 32-40 Veterans, Lifestyle, Social Media Shorts and Cutdowns, And b-roll Shoots for Mental Health; Editing of Videos to Create 96-120 Videos no Longer Than Five Minutes Including the Storage (cloud and hard) of 125 Terabytes of new and Preexisting Digital Media Content. Post Production of ten Compilation Videos.			
<b>0020</b>	12.00	MO	\$ _____	\$ _____
	7.8.1B Video Plan, Recruitment, Production, Professional Photography Services, and Post Production of 12 Veteran testimonials as it relates to SUD no Longer Than Five Minutes Including editing of videos to create 36 Lifestyle, Social Media Shorts and Cutdowns, And b-roll Shoots for Mental Health.			
<b>0021</b>	12.00	MO	\$ _____	\$ _____
	7.8.1C Nine Creative Sessions for Video Creative, Plan, Production and Post Production for Seven NATIONAL TV - GRADE/QUALITY COMMERCIALS and Two NATIONAL TV - GRADE/QUALITY PSAs in Los Angeles, CA or New York, NY; Eighteen Total, Two per Commercial and Two per PSA -			

Social Media Platform Versions From Previously Captured PSA Footage; Professional, Behind-The-Scenes Photography Services; PSA Distribution to at Least 1,500 PSA Directors at National/Local TV Outlets for the Two PSAs.					
0022	16.00	JB	\$_____	\$_____	
7.8.1D Video Creative, Plan, Production and Post Production of sixteen video ads for mental health including Military Sexual Trauma, Psychotherapies, SUD, and other identified Mental health topics.					
0023	4.00	JB	\$_____	\$_____	
7.9.1A Still Photography for all Video Shoots Including Photoshoot and Individual Copies (electronic) of Photos for all Testimonial Shoots for each Participant.					
0024	12.00	MO	\$_____	\$_____	
7.9.1B Full time still photo editor for mental health efforts.					
0025	12.00	MO	\$_____	\$_____	
7.10.1A Paid Media Plan.					
0026	1.00	LT	\$43,351,000.00	\$43,351,000.00	
7.10.1B Paid Media Buys <sup>1</sup> (NTE: \$43,351,000.00).					
0027	NSP	LT	NSP	NSP	
7.10.1C Paid Media.					
0027AA	1.00	LT	\$ 4,356,605.84	\$ 4,356,605.84	
7.10.1C Paid Media Labor: (NTE: \$4,356,605.84)					
0027BB	1.00	LT	\$ 2,299,000.00	\$ 2,299,000.00	
7.10.1C Paid Media Other Direct Costs (ODC): (NTE: \$2,299,000.00)					
0028	1.00	JB	\$_____	\$_____	
7.11.1 Transition Plan Implementation					
0029	1.00	LT	\$258,043.00	\$258,043.00	
Travel (NTE: \$258,043.00)					
0030	1.00	LT	\$9,722,600.00	\$9,722,600.00	
Other Direct Costs (ODCs) (NTE: \$9,722,600.00)					
Base Period Sub Total: \$_____					
Base Period Optional Clin Total: \$_____					
Base Period Total: \$_____					
Base Period Total Exercised Amount: \$_____					

<sup>1</sup> It is likely that the awardee will receive commissions for Paid Media Buys. Any commissions received for work performed under this contract shall (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, as determined by the requiring activity at the time of credit.



Option Period One: [TBD Base Period + 12 Months]

ITEM NUMBER	DESCRIPTION OF SUPPLIES/SERVICES				
1001	7.1.1 Kick-Off Meeting, Initial Project Management Plan (PMP) Contract.	1.00	JB	NSP	\$0.00
1002	7.1.2 Final Project Management Plan (PMP).	1.00	JB	NSP	\$0.00
1003	7.2.1A Support Implementation of Outreach Campaigns on a National Level.	12.00	MO	\$ _____	\$ _____
1004	7.2.1B Develop and implement a focused campaign for Mental Health Month in May, focused campaigns for Tobacco & Health for the Great American Smokeout (November), the Great American Spitout (February), and World No Tobacco Day (May), and focused campaign for MST for use during Sexual Assault Awareness Month in April.	12.00	MO	\$ _____	\$ _____
1005	7.2.1C Provide Existing MTC and Overall Mental Health Communication Content, including content focused on increasing support and awareness of SUD in general, opioid use disorder, stimulant use disorder, harm reduction and naloxone, Mental Health Summits NLT February, MST, Psychotherapy, Women and Minority Veterans and 24 external blogs specific to VA Mental Health as appropriate and in Accordance With Approved Messaging.	12.00	MO	\$ _____	\$ _____
1006	7.2.1D Logistics Support, Attendance, and Take-Down for 30 Professional Events/Conferences within the U.S.	30.00	JB	\$ _____	\$ _____
1007	7.2.1E Establish Metrics and Report on Effectiveness of Outreach and Conferences/Events for Mental Health in General, MTC, Mental Health Month in May, Sexual Assault Awareness Month (April) and T&H efforts for the Great American Smokeout (November), the Great American Spitout (February), SUD and World No Tobacco Day (May). Outreach Outcomes and Results will be Included in the Required Monthly Progress Reports Detailed in Section 9.0	12.00	MO	\$ _____	\$ _____
1008	7.3.1A Full Time Graphic Support to Develop New Material and Expanded Current Outreach Tool Kits in Color, Black and White, and Web Versions With Print Instructions, and a Mobile Display Ensuring 508 Compliance.	12.00	MO	\$ _____	\$ _____
1009	7.3.1B Full Time Graphic Support to Develop New 508 Compliant Outreach Tool Kits for MST for Sexual Assault Awareness Month and Mental Health Summits.	12.00	MO	\$ _____	\$ _____
1010	7.4.1 Fulfillment, Distribution, Tracking, and Storage of Collateral and Other Materials and Assessment of Effectiveness.	12.00	MO	\$ _____	\$ _____
1011		12.00	MO	\$ _____	\$ _____

	7.5.1A Refined Metrics Document; Monthly Web and Social Media Dashboards, monthly PSA/Paid.			
<b>1012</b>	12.00 MO	\$ _____	\$ _____	
	7.5.1B Focus Groups Specific to Mental Health Topics.			
<b>1013</b>	12.00 MO	\$ _____	\$ _____	
	7.6.1A Website Maintenance Including Migration to New Structure and Overall Support for Web and Mobile.			
<b>1014</b>	2.00 JB	\$ _____	\$ _____	
	7.6.1B Develop Two Website Splash Pages.			
<b>1015</b>	12.00 MO	\$ _____	\$ _____	
	7.7.1A Social Media Monitoring, Maintenance, Moderation for MTC Social Media Properties (YouTube, Facebook, Instagram) and Monthly MTC Content - 36 Posts for (Facebook, Instagram, Twitter) all Properties Delivered the Proceeding Month.			
<b>1016</b>	12.00 MO	\$ _____	\$ _____	
	7.7.1B Develop Approximately 24 Monthly Social Media Content Items for General Mental Health Outreach Closely Aligned With MTC Social Media Development Schedule.			
<b>1017</b>	1.00 JB	\$ _____	\$ _____	
	7.7.1C Social Media Strategy Implementation Plan.			
<b>1018</b>	12.00 MO	\$ _____	\$ _____	
	7.7.1D Social Media Strategy Implementation.			
<b>1019</b>	12.00 MO	\$ _____	\$ _____	
	7.8.1A Video Plan, Recruitment, Production, Professional Photography Services, and Post Production of Four Interview for 32-40 Veterans, Lifestyle, Social Media Shorts and Cutdowns, And b-roll Shoots for Mental Health; Editing of Videos to Create 96-120 Videos no Longer Than Five Minutes Including the Storage (cloud and hard) of 125 Terabytes of new and Preexisting Digital Media Content. Post Production of ten Compilation Videos.			
<b>1020</b>	12.00 MO	\$ _____	\$ _____	
	7.8.1B Video Plan, Recruitment, Production, Professional Photography Services, and Post Production of 12 Veteran testimonials as it relates to SUD no Longer Than Five Minutes Including editing of videos to create 36 Lifestyle, Social Media Shorts and Cutdowns, And b-roll Shoots for Mental Health.			
<b>1021</b>	12.00 MO	\$ _____	\$ _____	
	7.8.1C Nine Creative Sessions for Video Creative, Plan, Production and Post Production for Seven NATIONAL TV - GRADE/QUALITY COMMERCIALS and Two NATIONAL TV - GRADE/QUALITY PSAs in Los Angeles, CA or New York, NY; Eighteen Total, Two per Commercial and Two per PSA - Social Media Platform Versions From Previously Captured PSA Footage; Professional, Behind-The-Scenes Photography Services; PSA Distribution to at Least 1,500 PSA Directors at National/Local TV Outlets for the Two PSAs.			
<b>1022</b>	16.00 JB	\$ _____	\$ _____	

	7.8.1D Video Creative, Plan, Production and Post Production of sixteen video ads for mental health including Military Sexual Trauma, Psychotherapies, SUD, and other identified Mental health topics.				
<b>1023</b>		4.00	JB	\$ _____	\$ _____
	7.9.1A Still Photography for all Video Shoots Including Photoshoot and Individual Copies (electronic) of Photos for all Testimonial Shoots for each Participant.				
<b>1024</b>		12.00	MO	\$ _____	\$ _____
	7.9.1B Full time still photo editor for mental health efforts.				
<b>1025</b>		12.00	MO	\$ _____	\$ _____
	7.10.1A Paid Media Plan.				
<b>1026</b>		1.00	LT	\$15,000,000.00	\$15,000,000.00
	7.10.1B Paid Media Buys <sup>2</sup> (NTE: \$15,000,000.00).				
<b>1027</b>		NSP	LT	NSP	NSP
	7.10.1C Paid Media.				
<b>1027AA</b>		1.00	LT	\$1,549,606.84	\$1,549,606.84
	7.10.1C Paid Media Labor: (NTE: \$1,549,606.84)				
<b>1027BB</b>		1.00	LT	\$735,000.00	\$735,000.00
	7.10.1C Paid Media Other Direct Costs (ODC): (NTE: \$735,000.00)				
<b>1028</b>	OPTIONAL	1.00	JB	\$ _____	\$ _____
	7.11.1 Transition Plan Implementation				
<b>1029</b>	Travel (NTE: \$169,443.00)	1.00	LT	\$169,443.00	\$169,443.00
<b>1030</b>		1.00	LT	\$7,225,138.02	\$7,225,138.02
	Other Direct Costs (ODCs) (NTE: \$7,225,138.02)				
<b>Option Period One Sub Total: \$</b>					
<b>Option Period One Optional Clin Total: \$</b>					
<b>Option Period One Total: \$</b>					
<b>Option Period One Total Exercised Amount:</b>					<b>\$0.00</b>

<sup>2</sup> It is likely that the awardee will receive commissions for Paid Media Buys. Any commissions received for work performed under this contract shall (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, as determined by the requiring activity at the time of credit.

## Option Period Two: [TBD Option Period One + 12 Months]

ITEM NUMBER	DESCRIPTION OF SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
2001	7.1.1 Kick-Off Meeting, Initial Project Management Plan (PMP) Contract.	1.00	JB	NSP	\$0.00
2002	7.1.2 Final Project Management Plan (PMP).	1.00	JB	NSP	\$0.00
2003	7.2.1A Support Implementation of Outreach Campaigns on a National Level.	12.00	MO	\$ _____	\$ _____
2004	7.2.1B Develop and implement a focused campaign for Mental Health Month in May, focused campaigns for Tobacco & Health for the Great American Smokeout (November), the Great American Spitout (February), and World No Tobacco Day (May), and focused campaign for MST for use during Sexual Assault Awareness Month in April.	12.00	MO	\$ _____	\$ _____
2005	7.2.1C Provide Existing MTC and Overall Mental Health Communication Content, including content focused on increasing support and awareness of SUD in general, opioid use disorder, stimulant use disorder, harm reduction and naloxone, Mental Health Summits NLT February, MST, Psychotherapy, Women and Minority Veterans and 24 external blogs specific to VA Mental Health as appropriate and in Accordance With Approved Messaging.	12.00	MO	\$ _____	\$ _____
2006	7.2.1D Logistics Support, Attendance, and Take-Down for 30 Professional Events/Conferences within the U.S.	30.00	JB	\$ _____	\$ _____
2007	7.2.1E Establish Metrics and Report on Effectiveness of Outreach and Conferences/Events for Mental Health in General, MTC, Mental Health Month in May, Sexual Assault Awareness Month (April) and T&H efforts for the Great American Smokeout (November), the Great American Spitout (February), SUD and World No Tobacco Day (May). Outreach Outcomes and Results will be Included in the Required Monthly Progress Reports Detailed in Section 9.0	12.00	MO	\$ _____	\$ _____
2008	7.3.1A Full Time Graphic Support to Develop New Material and Expanded Current Outreach Tool Kits in Color, Black and White, and Web Versions With Print Instructions, and a Mobile Display Ensuring 508 Compliance.	12.00	MO	\$ _____	\$ _____
2009	7.3.1B Full Time Graphic Support to Develop New 508 Compliant Outreach Tool Kits for MST for Sexual Assault Awareness Month and Mental Health Summits.	12.00	MO	\$ _____	\$ _____
2010	7.4.1 Fulfillment, Distribution, Tracking, and Storage of Collateral and Other Materials and Assessment of Effectiveness.	12.00	MO	\$ _____	\$ _____
2011		12.00	MO	\$ _____	\$ _____

	7.5.1A Refined Metrics Document; Monthly Web and Social Media Dashboards, monthly PSA/Paid.				
<b>2012</b>		12.00	MO	\$ _____	\$ _____
	7.5.1B Focus Groups Specific to Mental Health Topics.				
<b>2013</b>		12.00	MO	\$ _____	\$ _____
	7.6.1A Website Maintenance Including Migration to New Structure and Overall Support for Web and Mobile.				
<b>2014</b>		2.00	JB	\$ _____	\$ _____
	7.6.1B Develop Two Website Splash Pages.				
<b>2015</b>		12.00	MO	\$ _____	\$ _____
	7.7.1A Social Media Monitoring, Maintenance, Moderation for MTC Social Media Properties (YouTube, Facebook, Instagram) and Monthly MTC Content - 36 Posts for (Facebook, Instagram, Twitter) all Properties Delivered the Proceeding Month.				
<b>2016</b>		12.00	MO	\$ _____	\$ _____
	7.7.1B Develop Approximately 24 Monthly Social Media Content Items for General Mental Health Outreach Closely Aligned With MTC Social Media Development Schedule.				
<b>2017</b>		1.00	JB	\$ _____	\$ _____
	7.7.1C Social Media Strategy Implementation Plan.				
<b>2018</b>		12.00	MO	\$ _____	\$ _____
	7.7.1D Social Media Strategy Implementation.				
<b>2019</b>		12.00	MO	\$ _____	\$ _____
	7.8.1A Video Plan, Recruitment, Production, Professional Photography Services, and Post Production of Four Interview for 32-40 Veterans, Lifestyle, Social Media Shorts and Cutdowns, And b-roll Shoots for Mental Health; Editing of Videos to Create 96-120 Videos no Longer Than Five Minutes Including the Storage (cloud and hard) of 125 Terabytes of new and Preexisting Digital Media Content. Post Production of ten Compilation Videos.				
<b>2020</b>		12.00	MO	\$ _____	\$ _____
	7.8.1B Video Plan, Recruitment, Production, Professional Photography Services, and Post Production of 12 Veteran testimonials as it relates to SUD no Longer Than Five Minutes Including editing of videos to create 36 Lifestyle, Social Media Shorts and Cutdowns, And b-roll Shoots for Mental Health.				
<b>2021</b>		12.00	MO	\$ _____	\$ _____
	7.8.1C Nine Creative Sessions for Video Creative, Plan, Production and Post Production for Seven NATIONAL TV - GRADE/QUALITY COMMERCIALS and Two NATIONAL TV - GRADE/QUALITY PSAs in Los Angeles, CA or New York, NY; Eighteen Total, Two per Commercial and Two per PSA - Social Media Platform Versions From Previously Captured PSA Footage; Professional, Behind-The-Scenes Photography Services; PSA Distribution to at Least 1,500 PSA Directors at National/Local TV Outlets for the Two PSAs.				
<b>2022</b>		16.00	JB	\$ _____	\$ _____

	7.8.1D Video Creative, Plan, Production and Post Production of sixteen video ads for mental health including Military Sexual Trauma, Psychotherapies, SUD, and other identified Mental health topics.				
<b>2023</b>		4.00	JB	\$ _____	\$ _____
	7.9.1A Still Photography for all Video Shoots Including Photoshoot and Individual Copies (electronic) of Photos for all Testimonial Shoots for each Participant.				
<b>2024</b>		12.00	MO	\$ _____	\$ _____
	7.9.1B Full time still photo editor for mental health efforts.				
<b>2025</b>		12.00	MO	\$ _____	\$ _____
	7.10.1A Paid Media Plan.				
<b>2026</b>		1.00	LT	\$15,000,000.00	\$15,000,000.00
	7.10.1B Paid Media Buys <sup>3</sup> (NTE: \$15,000,000.00).				
<b>2027</b>		NSP	LT	NSP	NSP
	7.10.1C Paid Media.				
<b>2027AA</b>		1.00	LT	\$1,580,292.13	\$1,580,292.13
	7.10.1C Paid Media Labor: (NTE: \$1,580,292.13)				
<b>2027BB</b>		1.00	LT	\$757,000.00	\$757,000.00
	7.10.1C Paid Media Other Direct Costs (ODC): (NTE: \$757,000.00)				
<b>2028</b>	OPTIONAL	1.00	JB	\$ _____	\$ _____
	7.11.1 Transition Plan Implementation				
<b>2029</b>	Travel (NTE: \$169,443.00)	1.00	LT	\$169,443.00	\$169,443.00
<b>2030</b>		1.00	LT	\$7,368,212.12	\$7,368,212.12
	Other Direct Costs (ODCs) (NTE: \$7,368,212.12)				
<b>Option Period Two Sub Total: \$</b>					
<b>Option Period Two Optional Clin Total: \$</b>					
<b>Option Period Two Total: \$</b>					
<b>Option Period Two Total Exercised Amount:</b>					<b>\$0.00</b>

<sup>3</sup> It is likely that the awardee will receive commissions for Paid Media Buys. Any commissions received for work performed under this contract shall (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, as determined by the requiring activity at the time of credit.

## Option Period Three [TBD Option Period Two + 12 Months]

ITEM NUMBER	DESCRIPTION OF SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
3001	7.1.1 Kick-Off Meeting, Initial Project Management Plan (PMP) Contract.	1.00	JB	NSP	\$0.00
3002	7.1.2 Final Project Management Plan (PMP).	1.00	JB	NSP	\$0.00
3003	7.2.1A Support Implementation of Outreach Campaigns on a National Level.	12.00	MO	\$ _____	\$ _____
3004	7.2.1B Develop and implement a focused campaign for Mental Health Month in May, focused campaigns for Tobacco & Health for the Great American Smokeout (November), the Great American Spitout (February), and World No Tobacco Day (May), and focused campaign for MST for use during Sexual Assault Awareness Month in April.	12.00	MO	\$ _____	\$ _____
3005	7.2.1C Provide Existing MTC and Overall Mental Health Communication Content, including content focused on increasing support and awareness of SUD in general, opioid use disorder, stimulant use disorder, harm reduction and naloxone, Mental Health Summits NLT February, MST, Psychotherapy, Women and Minority Veterans and 24 external blogs specific to VA Mental Health as appropriate and in Accordance With Approved Messaging.	12.00	MO	\$ _____	\$ _____
3006	7.2.1D Logistics Support, Attendance, and Take-Down for 30 Professional Events/Conferences within the U.S.	30.00	JB	\$ _____	\$ _____
3007	7.2.1E Establish Metrics and Report on Effectiveness of Outreach and Conferences/Events for Mental Health in General, MTC, Mental Health Month in May, Sexual Assault Awareness Month (April) and T&H efforts for the Great American Smokeout (November), the Great American Spitout (February), SUD and World No Tobacco Day (May). Outreach Outcomes and Results will be Included in the Required Monthly Progress Reports Detailed in Section 9.0	12.00	MO	\$ _____	\$ _____
3008	7.3.1A Full Time Graphic Support to Develop New Material and Expanded Current Outreach Tool Kits in Color, Black and White, and Web Versions With Print Instructions, and a Mobile Display Ensuring 508 Compliance.	12.00	MO	\$ _____	\$ _____
3009	7.3.1B Full Time Graphic Support to Develop New 508 Compliant Outreach Tool Kits for MST for Sexual Assault Awareness Month and Mental Health Summits.	12.00	MO	\$ _____	\$ _____
3010	7.4.1 Fulfillment, Distribution, Tracking, and Storage of Collateral and Other Materials and Assessment of Effectiveness.	12.00	MO	\$ _____	\$ _____
3011		12.00	MO	\$ _____	\$ _____



	7.5.1A Refined Metrics Document; Monthly Web and Social Media Dashboards, monthly PSA/Paid.				
<b>3012</b>		12.00	MO	\$ _____	\$ _____
	7.5.1B Focus Groups Specific to Mental Health Topics.				
<b>3013</b>		12.00	MO	\$ _____	\$ _____
	7.6.1A Website Maintenance Including Migration to New Structure and Overall Support for Web and Mobile.				
<b>3014</b>		2.00	JB	\$ _____	\$ _____
	7.6.1B Develop Two Website Splash Pages.				
<b>3015</b>		12.00	MO	\$ _____	\$ _____
	7.7.1A Social Media Monitoring, Maintenance, Moderation for MTC Social Media Properties (YouTube, Facebook, Instagram) and Monthly MTC Content - 36 Posts for (Facebook, Instagram, Twitter) all Properties Delivered the Proceeding Month.				
<b>3016</b>		12.00	MO	\$ _____	\$ _____
	7.7.1B Develop Approximately 24 Monthly Social Media Content Items for General Mental Health Outreach Closely Aligned With MTC Social Media Development Schedule.				
<b>3017</b>		1.00	JB	\$ _____	\$ _____
	7.7.1C Social Media Strategy Implementation Plan.				
<b>3018</b>		12.00	MO	\$ _____	\$ _____
	7.7.1D Social Media Strategy Implementation.				
<b>3019</b>		12.00	MO	\$ _____	\$ _____
	7.8.1A Video Plan, Recruitment, Production, Professional Photography Services, and Post Production of Four Interview for 32-40 Veterans, Lifestyle, Social Media Shorts and Cutdowns, And b-roll Shoots for Mental Health; Editing of Videos to Create 96-120 Videos no Longer Than Five Minutes Including the Storage (cloud and hard) of 125 Terabytes of new and Preexisting Digital Media Content. Post Production of ten Compilation Videos.				
<b>3020</b>		12.00	MO	\$ _____	\$ _____
	7.8.1B Video Plan, Recruitment, Production, Professional Photography Services, and Post Production of 12 Veteran testimonials as it relates to SUD no Longer Than Five Minutes Including editing of videos to create 36 Lifestyle, Social Media Shorts and Cutdowns, And b-roll Shoots for Mental Health.				
<b>3021</b>		12.00	MO	\$ _____	\$ _____
	7.8.1C Nine Creative Sessions for Video Creative, Plan, Production and Post Production for Seven NATIONAL TV - GRADE/QUALITY COMMERCIALS and Two NATIONAL TV - GRADE/QUALITY PSAs in Los Angeles, CA or New York, NY; Eighteen Total, Two per Commercial and Two per PSA - Social Media Platform Versions From Previously Captured PSA Footage; Professional, Behind-The-Scenes Photography Services; PSA Distribution to at Least 1,500 PSA Directors at National/Local TV Outlets for the Two PSAs.				
<b>3022</b>		16.00	JB	\$ _____	\$ _____



	7.8.1D Video Creative, Plan, Production and Post Production of sixteen video ads for mental health including Military Sexual Trauma, Psychotherapies, SUD, and other identified Mental health topics.				
<b>3023</b>		4.00	JB	\$ _____	\$ _____
	7.9.1A Still Photography for all Video Shoots Including Photoshoot and Individual Copies (electronic) of Photos for all Testimonial Shoots for each Participant.				
<b>3024</b>		12.00	MO	\$ _____	\$ _____
	7.9.1B Full time still photo editor for mental health efforts.				
<b>3025</b>		12.00	MO	\$ _____	\$ _____
	7.10.1A Paid Media Plan.				
<b>3026</b>		1.00	LT	\$15,000,000.00	\$15,000,000.00
	7.10.1B Paid Media Buys <sup>4</sup> (NTE: \$15,000,000.00).				
<b>3027</b>		NSP	LT	NSP	NSP
	7.10.1C Paid Media.				
<b>3027AA</b>		1.00	LT	\$1,595,634.77	\$1,595,634.77
	7.10.1C Paid Media Labor: (NTE: \$1,595,634.77)				
<b>3027BB</b>		1.00	LT	\$779,000.00	\$779,000.00
	7.10.1C Paid Media Other Direct Costs (ODC): (NTE: \$779,000.00).				
<b>3028</b>	OPTIONAL	1.00	JB	\$ _____	\$ _____
	7.11.1 Transition Plan Implementation				
<b>3029</b>	Travel (NTE: \$169,443.00).	1.00	LT	\$169,443.00	\$169,443.00
<b>3030</b>		1.00	LT	\$7,511,286.30	\$7,511,286.30
	Other Direct Costs (ODCs) (NTE: \$7,511,286.30).				
<b>Option Period Three Sub Total: \$</b>					
<b>Option Period Three Optional Clin Total: \$</b>					
<b>Option Period Three Total: \$</b>					
<b>Option Period Three Total Exercised Amount:</b>					<b>\$0.00</b>

<sup>4</sup> It is likely that the awardee will receive commissions for Paid Media Buys. Any commissions received for work performed under this contract shall (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, as determined by the requiring activity at the time of credit.

## Option Period Four [TBD Option Period Three + 12 Months]

ITEM NUMBER	DESCRIPTION OF SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
4001	7.1.1 Kick-Off Meeting, Initial Project Management Plan (PMP) Contract.	1.00	JB	NSP	\$0.00
4002	7.1.2 Final Project Management Plan (PMP).	1.00	JB	NSP	\$0.00
4003	7.2.1A Support Implementation of Outreach Campaigns on a National Level.	12.00	MO	\$ _____	\$ _____
4004	7.2.1B Develop and implement a focused campaign for Mental Health Month in May, focused campaigns for Tobacco & Health for the Great American Smokeout (November), the Great American Spitout (February), and World No Tobacco Day (May), and focused campaign for MST for use during Sexual Assault Awareness Month in April.	12.00	MO	\$ _____	\$ _____
4005	7.2.1C Provide Existing MTC and Overall Mental Health Communication Content, including content focused on increasing support and awareness of SUD in general, opioid use disorder, stimulant use disorder, harm reduction and naloxone, Mental Health Summits NLT February, MST, Psychotherapy, Women and Minority Veterans and 24 external blogs specific to VA Mental Health as appropriate and in Accordance With Approved Messaging.	12.00	MO	\$ _____	\$ _____
4006	7.2.1D Logistics Support, Attendance, and Take-Down for 30 Professional Events/Conferences within the U.S.	30.00	JB	\$ _____	\$ _____
4007	7.2.1E Establish Metrics and Report on Effectiveness of Outreach and Conferences/Events for Mental Health in General, MTC, Mental Health Month in May, Sexual Assault Awareness Month (April) and T&H efforts for the Great American Smokeout (November), the Great American Spitout (February), SUD and World No Tobacco Day (May). Outreach Outcomes and Results will be Included in the Required Monthly Progress Reports Detailed in Section 9.0	12.00	MO	\$ _____	\$ _____
4008	7.3.1A Full Time Graphic Support to Develop New Material and Expanded Current Outreach Tool Kits in Color, Black and White, and Web Versions With Print Instructions, and a Mobile Display Ensuring 508 Compliance.	12.00	MO	\$ _____	\$ _____
4009	7.3.1B Full Time Graphic Support to Develop New 508 Compliant Outreach Tool Kits for MST for Sexual Assault Awareness Month and Mental Health Summits.	12.00	MO	\$ _____	\$ _____
4010	7.4.1 Fulfillment, Distribution, Tracking, and Storage of Collateral and Other Materials and Assessment of Effectiveness.	12.00	MO	\$ _____	\$ _____
4011		12.00	MO	\$ _____	\$ _____

	7.5.1A Refined Metrics Document; Monthly Web and Social Media Dashboards, monthly PSA/Paid.				
<b>4012</b>		12.00	MO	\$ _____	\$ _____
	7.5.1B Focus Groups Specific to Mental Health Topics.				
<b>4013</b>		12.00	MO	\$ _____	\$ _____
	7.6.1A Website Maintenance Including Migration to New Structure and Overall Support for Web and Mobile.				
<b>4014</b>		2.00	JB	\$ _____	\$ _____
	7.6.1B Develop Two Website Splash Pages.				
<b>4015</b>		12.00	MO	\$ _____	\$ _____
	7.7.1A Social Media Monitoring, Maintenance, Moderation for MTC Social Media Properties (YouTube, Facebook, Instagram) and Monthly MTC Content - 36 Posts for (Facebook, Instagram, Twitter) all Properties Delivered the Proceeding Month.				
<b>4016</b>		12.00	MO	\$ _____	\$ _____
	7.7.1B Develop Approximately 24 Monthly Social Media Content Items for General Mental Health Outreach Closely Aligned With MTC Social Media Development Schedule.				
<b>4017</b>		1.00	JB	\$ _____	\$ _____
	7.7.1C Social Media Strategy Implementation Plan.				
<b>4018</b>		12.00	MO	\$ _____	\$ _____
	7.7.1D Social Media Strategy Implementation.				
<b>4019</b>		12.00	MO	\$ _____	\$ _____
	7.8.1A Video Plan, Recruitment, Production, Professional Photography Services, and Post Production of Four Interview for 32-40 Veterans, Lifestyle, Social Media Shorts and Cutdowns, And b-roll Shoots for Mental Health; Editing of Videos to Create 96-120 Videos no Longer Than Five Minutes Including the Storage (cloud and hard) of 125 Terabytes of new and Preexisting Digital Media Content. Post Production of ten Compilation Videos.				
<b>4020</b>		12.00	MO	\$ _____	\$ _____
	7.8.1B Video Plan, Recruitment, Production, Professional Photography Services, and Post Production of 12 Veteran testimonials as it relates to SUD no Longer Than Five Minutes Including editing of videos to create 36 Lifestyle, Social Media Shorts and Cutdowns, And b-roll Shoots for Mental Health.				
<b>4021</b>		12.00	MO	\$ _____	\$ _____
	7.8.1C Nine Creative Sessions for Video Creative, Plan, Production and Post Production for Seven NATIONAL TV - GRADE/QUALITY COMMERCIALS and Two NATIONAL TV - GRADE/QUALITY PSAs in Los Angeles, CA or New York, NY; Eighteen Total, Two per Commercial and Two per PSA - Social Media Platform Versions From Previously Captured PSA Footage; Professional, Behind-The-Scenes Photography Services; PSA Distribution to at Least 1,500 PSA Directors at National/Local TV Outlets for the Two PSAs.				
<b>4022</b>		16.00	JB	\$ _____	\$ _____

	7.8.1D Video Creative, Plan, Production and Post Production of sixteen video ads for mental health including Military Sexual Trauma, Psychotherapies, SUD, and other identified Mental health topics.				
<b>4023</b>		4.00	JB	\$ _____	\$ _____
	7.9.1A Still Photography for all Video Shoots Including Photoshoot and Individual Copies (electronic) of Photos for all Testimonial Shoots for each Participant.				
<b>4024</b>		12.00	MO	\$ _____	\$ _____
	7.9.1B Full time still photo editor for mental health efforts.				
<b>4025</b>		12.00	MO	\$ _____	\$ _____
	7.10.1A Paid Media Plan.				
<b>4026</b>		1.00	LT	\$15,000,000.00	\$15,000,000.00
	7.10.1B Paid Media Buys <sup>5</sup> (NTE: \$15,000,000.00).				
<b>4027</b>		NSP	LT	NSP	NSP
	7.10.1C Paid Media.				
<b>4027AA</b>		1.00	LT	\$1,610,977.41	\$1,610,977.41
	7.10.1C Paid Media Labor: (NTE: \$1,610,977.41).				
<b>4027BB</b>		1.00	LT	\$800,000.00	\$800,000.00
	7.10.1C Paid Media Other Direct Costs (ODC): (NTE: \$800,000.00).				
<b>4028</b>	OPTIONAL	1.00	JB	\$ _____	\$ _____
	7.11.1 Transition Plan Implementation				
<b>4029</b>	Travel (NTE: \$169,443.00).	1.00	LT	\$169,443.00	\$169,443.00
<b>4030</b>		1.00	LT	\$7,582,824.48	\$7,582,824.48
	Other Direct Costs (ODCs) (NTE: \$7,582,824.48).				
<b>Option Period Four Sub Total: \$</b>					
<b>Option Period Four Optional Clin Total: \$</b>					
<b>Option Period Four Total: \$</b>					
<b>Option Period Four Total Exercised Amount:</b>					<b>\$0.00</b>
<b>GRAND TOTAL (BASE + ALL OPTIONS): \$</b>					

<sup>5</sup> It is likely that the awardee will receive commissions for Paid Media Buys. Any commissions received for work performed under this contract shall (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, as determined by the requiring activity at the time of credit.

## **B.4 PERFORMANCE WORK STATEMENT**

### **1.0 BACKGROUND**

The Department of Veterans Affairs (VA) Veterans Health Administration (VHA) Office of Mental Health and Suicide Prevention (OMHSP) is responsible for general mental health outreach, education, and public awareness efforts and activities.

To implement effective mental health and suicide prevention outreach campaigns aligned with VA's major initiatives, OMHSP intends to engage and target Veterans, family and friends, and a variety of Federal and community organizations and policymakers that support Veterans. All efforts associated with OMHSP's approach will provide Veterans with responsible, accurate, and critical information about mental health signs, symptoms, and conditions, available treatments, and suicide prevention information. Furthermore, this contract and its applicable campaigns will focus on reducing or eliminating the stigma Veterans associate with mental health conditions and treatment; providing responsible and accurate mental health information; and ensuring Veterans understand and have access to resources focused on mental health and suicide prevention. By reducing or eliminating the negative perceptions Veterans may have related to mental health, more Veterans are likely to access the services, programs, and resources they need and have earned. It is especially important that Veterans who may be experiencing a mental health challenge have access to services before the condition or symptom reaches a crisis point.

The purpose of this requirement is to obtain contractor support to assist in developing public health awareness campaigns on a national level, communicating about sensitive Veteran mental health topics and issues, and reaching the primary audience of approximately 24 million American Veterans in the United States and the secondary audience of approximately 350 million Americans over the age of 18. The contractor shall provide evidence of its ability and have experience reaching the broad, national audience with messaging and campaigns focused on potentially multiple, simultaneous mental health topics. Efforts and campaigns must always align with the goal of fostering mental health literacy, reducing stigma, and encouraging help-seeking behavior. None of the efforts or activities that will occur because of this contract are regional by nature. All campaigns are national in scope and require high-caliber, commercial product quality.

OMHSP is mandated by Congress and current and past executive actions to provide Veterans with responsible, accurate, and critical information about signs and symptoms of mental health conditions and available treatments through the following: S. 785 – Commander John Scott Hannon Veterans Mental Health Care Improvement Act of 2019, Sec. 402, Oversight of VA Mental Health and Suicide Prevention Media Outreach; 38 U.S.C. § 6303, the Joshua Omvig Veterans Suicide Prevention Act of 2007; the Clay Hunt SAV Act of 2015; and the DoD/VA Joint Strategic Plan and the Cross-Agency Priority Goals and Executive Actions (announced by President Barack Obama in August 2014) related to Service Members and Veterans Mental Health.

## 2.0 APPLICABLE DOCUMENTS

In the performance of the tasks associated with this PWS, the following documents are applicable. The contractor shall also conduct tasks in accordance with current VA directives and guidance at <http://www.va.gov/vapubs/>.

- I. [Public Law \(PL\) 109-461, Veterans Benefits, Health Care, and Information Technology Act of 2006](#)
- II. [PL 111-275, Veteran's Benefits Act of 2010](#)
- III. [707 PL 112-154](#)
- IV. [S.785 - Commander John Scott Hannon Veterans Mental Health Care Improvement Act of 2019](#)
- V. [OMB M12-12](#)
- VI. [Section 508 of the Americans with Disability Act](#)
- VII. [VA Handbook 6102](#)
- VIII. [VA Directive 6515](#)
- IX. [VA 10-3203 Release Forms](#)
- X. [FIPS 140-2](#)

## 3.0 SCOPE OF WORK

The contractor shall provide the VA all services necessary to support the general mental health outreach, education, and public awareness activities, efforts, and campaigns. This PWS outlines the government's requirements for developing, implementing, and measuring multiple outreach reach campaigns, often running simultaneously, on sensitive public health issues and topics, including: Veteran mental health, serious mental illness including bio-polar and schizophrenia, substance use disorders, military sexual trauma, tobacco and health, depression, anxiety, and evidence based psychotherapies and resources such as Coaching Into Care, telemental health and mental health apps. Materials, products, and deliverables will focus on reducing or eliminating the stigma Veterans associate with mental health conditions and treatment; and ensuring Veterans understand and have access to information and resources focused on mental health symptoms, conditions, and treatments. Additionally, contractor shall provide support to OMHSP's Make the Connection (MTC) national public awareness campaign and other mental health programs. Activities under this contract shall include but may not be limited to maintaining and updating various OMHSP identities for general mental health and MTC; strategies for collaborating with national partners; storage and distribution of collateral and other materials; video, multimedia, social media, and website development and support; media planning and buying; and metrics for measuring success. Efforts under this PWS will adhere to all applicable VA outreach plans, style guides, policies, regulations, and any previously developed communication materials (e.g., brochures, posters, flyers, fact sheets). VA will provide information regarding the current outreach plans, initiatives, and prior outreach reports. This contract is for general mental health outreach on behalf of VA/VHA/OMHSP program office.

## 4.0 CONTRACT DETAILS

This will be a Firm-Fixed Price (FFP) contract.

## 5.0 PERIOD OF PERFORMANCE

A base year plus 4 option years. See schedule in section B.3 for exact dates.

## **6.0 PLACE OF PERFORMANCE**

Tasks under this PWS shall be performed at the Contractor's facilities or other Contractor designated locations (such as virtual employment options, etc.). Contractor shall identify their main address in the quote, which shall be within the Continental United States (CONUS) and under U.S. jurisdiction. In accordance with the tasks below and when required by the Program Manager (PM)/Contracting Officer Representative (COR), the Contractor shall attend program related meetings, physically or virtually, at VA Central Office, 810 Vermont Avenue, NW, Washington DC 20420.

### **6.1 TRAVEL**

Travel and per diem shall be reimbursed in accordance with Federal Travel Regulations (FTR). It is anticipated the Contractor may travel to 70 locations to be determined. Invoices must include copies of all receipts that support the travel costs claimed in the invoice. No indirect costs will be reimbursed on travel unless indicated on the price schedule. Travel must be pre-approved by the COR. Local travel within a 50-mile radius of the Contractor's facility is considered the cost of doing business and will not be reimbursed by the Government. This includes travel, subsistence, and associated labor charges for travel time. Travel costs will be included in the contract award as a separate "not to exceed" contract line item. A detailed report of travel expenses shall be submitted. For purposes of calculating travel reimbursement, the Contractor shall use its provided facility as the duty station. All travel will require a 10-business day (or as soon as practical known) written authorization from the COR. Expenses for travel will be reimbursed based on actual expenses incurred up to the limits authorized by the current General Services Administration's (GSA) per diem rates published on the GSA website. The contractor is only entitled to actual cost spent while on travel that falls within the parameters as set forth within the FTR. Travel performed for personal convenience and daily travel to and from work at the Contractor's facility will not be reimbursed.

## **7.0 SPECIFIC TASK AND DELIVERABLES**

The Contractor shall be fully mission-capable and able to begin work no later than 30 calendar days after award. The Contractor shall perform outreach and audience analysis; graphics development and support; metrics development and support; commercial-grade video production; multimedia development and support; website and social media development support; and, paid media planning, purchasing, and evaluation support. The Contractor shall continue to implement and further evolve the MTC/Overcoming Stigma Outreach Plan (OSOP) (See Attachment A), and other general mental health programs and resources.

### **7.1 TASK 1 – PROGRAM MANAGEMENT**

#### **7.1.1 KICK-OFF MEETING**

Kick-Off Meeting shall occur within five business days after contract award and on an annual basis if options are exercised or as stipulated by VA's Project Managers (PM). The Contractor shall hold a Project Kick-Off Meeting with the PM/COR, and project advisory group comprised of key stakeholders and subject matter experts (SME) to be identified by the VA PM/COR. At the Kick-Off Meeting, the Contractor shall provide a status for implementing their transition plan and the details of their initial Project Management Plan (PMP), which shall include the Contractor's intended approach and work plan and project schedule including deliverable dates with major milestones for

review and approval by the VA PM/COR. Work shall not commence until the VA PM/COR approves the PMP (i.e., approach/methodology, work plan and schedule with major milestones) on behalf of the project advisory group. The Contractor shall also provide completed standard administrative tasks at Kick-Off Meeting (e.g., background investigation forms, staff roster, mandatory training).

<b>TASK 1 DELIVERABLE</b>	<b>DUE DATE</b>
7.1.1 Kick-off Meeting, Initial Project Management Plan (PMP)	Meeting to take place within five (5) business days after contract award; DRAFT PMP due at the kick-off meeting.
7.1.2 Final PMP	Final PMP due 10 days after kick-off meeting.

## **7.2 TASK 2 – NATIONAL COMMUNICATION AND OUTREACH SUPPORT**

### **7.2.1 VETERAN SERVICE ORGANIZATION (VSO), COMMUNITY BASED ORGANIZATION (CBO), NON-GOVERNMENTAL ORGANIZATION (NGO)**

The Contractor shall provide national level Veteran Service Organization (VSO), Community Based Organization (CBO), Non-governmental Organization (NGO), universities/colleges, and public/private entities support and outreach in accordance with the MTC OSOP and general mental health resources and assets available on [mentalhealth.va.gov](http://mentalhealth.va.gov). The Contractor shall advance the strategy and message of the MTC campaign and general VA mental health resources. The Contractor shall continue to expand the multifaceted outreach campaigns nationally to VSOs, CBOs, NGOs, universities/colleges, and public/private entities. The Contractor shall also continue to develop and maintain existing partnerships and relationships via link building, teleconferences/video conferences (when travel is not allowed or necessary), or in-person meetings.

To complete these tasks, the Contractor shall:

- Develop and implement specific, focused campaign for Mental Health Month in May.
- Develop and implement specific, focused campaigns for Tobacco & Health for the Great American Smokeout (November), the Great American Spitout (February), and World No Tobacco Day (May).
- Develop and implement specific, focused campaign and content, focused on Military Sexual Trauma (MST) including material and messaging framework specific to male Veterans and Sexual Assault Awareness Month in April; content shall be created for use in a national news release and a local news release template, internal and external blogs, social media posts, and other materials as specified in 7.3.1
- Create specific content to support and increase awareness of Mental Health Summits, which take place at each VA Medical Center throughout the spring and summer; development shall be finalized NLT February and shall include content for use in a national news release and a local news release template, internal and external blogs, social media posts, digital media assets, and other materials as specified in 7.3.1
- Create specific content, focused on Veterans mental health access, Women and Minority Veterans; shall include content for use in a national news release and a



local news release template, internal and external blogs, social media posts, digital media assets, and other materials as specified in 7.3.1

- Create specific content to support and increase awareness of Evidence-Based Psychotherapies, which take place at each VA Medical Center; development shall be finalized NLT May and shall include content for use internal and external to VA including blogs, social media posts, power point presentations, digital media assets, and other materials as specified in 7.3.1
- Create specific content to support and increase awareness of substance use disorders (SUD) including opioid use disorder, stimulant use disorder, harm reduction, naloxone and available resources; development shall be finalized NLT May and shall include content for use internal and external to VA including blogs, social media posts, power point presentations, digital media assets, and other materials as specified in 7.3.1
- Refine and optimize existing content to support and increase awareness of Workplace Violence Prevention Awareness Week information and resources for use by VA Medical Centers.
- Develop external and internal blogs specific to VA mental health for use on VA's Vantage Point and Insider platforms. 24 blogs should be external for Vantage point and 12 should be internal for VA Insider.
- Provide existing MTC, Tobacco & Health, and overall mental health communication content, including messaging for internal channels via a newsletter, SharePoint, as appropriate, and in accordance with approved messaging (ex. social media content, communication material, blogs, infographics, newsletter articles, etc.).
- Provide logistical support for event/conferences nationwide to include shipping materials to event/conference, ensuring arrival of materials, and providing support for the return of any excess items.
- Coordinate and attend 26 events/conferences located across the continental U.S. with a 10'x10' exhibit space for VA. Travel shall be based on Los Angeles, CA location for 26 conferences, provide logistical support, conference set-up, and takedown of a VA mental health presence that could include: MTC, Coaching into Care, Tobacco & Health, and other mental health-related sources, with materials and staffing (two contractor employees).
- Establish metrics and report on the effectiveness of these efforts.

<b>TASK 2 DELIVERABLES</b>	<b>DUE DATE</b>
7.2.1A Support implementation of outreach campaigns on a national level	Ongoing through POP
7.2.1B Develop and implement a focused campaign for Mental Health Month in May, focused campaigns for Tobacco & Health for the Great American Smokeout (November), the Great American Spitout (February), and World No Tobacco Day (May), and focused campaign for MST for use during Sexual Assault Awareness Month in April	Ongoing through POP
7.2.1C Provide existing MTC and overall mental health communication content, including content	30 Days Prior to Initial Release and Ongoing through POP

focused on increasing support and awareness of Mental Health Summits NLT February, Women and Minority Veterans, SUD, Mental Health Access, MST - Male Veterans, Psychotherapy, Workplace Violence and 36 (24 external) blogs specific to VA Mental Health and Mental Illness Research, Education and Clinical Center (MiRECC)/Center of Excellence (CoEs) as appropriate and in accordance with approved messaging	
7.2.1D Logistics support for professional events/conferences	Ongoing through POP
7.2.1E Logistics support, attendance, and take-down for 26 professional events/conferences within the U.S.	Ongoing through POP
7.2.1F Establish metrics and report on effectiveness of outreach and conferences/events for mental health in general, MTC, Mental Health Month in May, Sexual Assault Awareness Month (April) and T&H efforts for the Great American Smokeout (November), the Great American Spitout (February), and World No Tobacco Day (May) and SUD. Outreach outcomes and results will be included in the required monthly progress reports detailed in section 9.0	Ongoing through POP

### 7.3 TASK 3 – EXPANDED OUTREACH TOOL KIT

#### 7.3.1 GRAPHIC ARTIST/DESIGNER SERVICES

The Contractor shall provide graphic artist/designer services to develop or expand general mental health, MTC in accordance with the OSOP, Coaching into Care, MiRECC/CoE, Tobacco and Health, SUD, Evidence-based Psychotherapies, Women and Minority Veterans, mental health access, Workplace Violence Prevention Awareness, and MST education and outreach toolkit products. The Contractor shall develop or update a variety of products including, but not limited to brochures, posters, fact sheets, eBooks, presentations, postcards and business cards, billboard signs, online products such as social media products, graphics, banners, badges, and icons, and other paid media/print advertising. In addition to updating existing materials with the 3.5 graphic artist/designers, the contractor shall provide additional graphic artist/designers to create outreach toolkits specific to the following: MST for Sexual Assault Awareness Month and VA Mental Health Month. The toolkits shall include a mix of electronic billboards, editable flyers, infographics, social media pieces, web banners, and other materials suggested to extend the reach and awareness of the outreach. The Contractor's products shall support existing materials with a focus on promotional items to positively reinforce identified calls to action. All products developed for tool kits shall be readily available in color, black and white, and web versions that can be customized for use by VSO, CBO, NGO, university/college, public/private stakeholders, VAMCs, Vet Centers, Community-Based Outpatient Clinics, etc. ALL EIT/media products shall be 508 compliant in accordance with Federal 508 standards, which can be found at: [www.Section508.gov](http://www.Section508.gov). The Contractor may be directed by the PM/COR to translate to

Spanish a limited number of communication products (not exceeding 100 pages in total for all products), such as brochures, flyers, and posters. Finally, the Contractor shall include a set of instructions to optimize for local or commercial printing for various outreach and mental health staff at VA medical centers.

<b>TASK 3 DELIVERABLE</b>	<b>DUE DATE</b>
7.3.1.A Full time graphic support to develop new material and develop or expanded current outreach tool kits in color, black and white, and web versions with print instructions, and a mobile display ensuring 508 compliance	Ongoing through POP
7.3.1.B Graphic support to develop new 508 compliant outreach tool kits for MST for Sexual Assault Awareness Month, and Mental Health Month	As specified in 7.2.1B due dates

## **7.4 TASK 4 – MATERIAL FULFILLMENT, DISTRIBUTION, TRACKING, AND STORAGE OF MATERIAL**

### **7.4.1 FULFILLMENT, DISTRIBUTION, TRACKING, AND STORAGE**

Note that all print materials will be printed by the Government Printing Office (GPO) and shipped to the contractor site for distribution. The Contractor shall fulfill, distribute, and store collateral and outreach materials (a half million items covering 1,000 square feet). The Contractor shall provide services for strategic order fulfillment, distribution, and storage, which shall include, but are not limited to: a) logistics management and tracking and assessment of product distribution to determine the effectiveness of products, locally and nationally; b) delivery of print materials one time within the POP to support outreach efforts as defined in section 7.2.1, delivery of materials weighing up to but not exceeding 50 lbs. per lot for one shipment, and c) first-class mailing of print materials to 165 locations for identified VA personnel within the VHA healthcare system. PM/COR will provide addresses to the Contractor, with final shipping approval to be provided by the COR/PM. Under [44 USC 501](#), printing required to fulfill campaigns is to be provided by VA and not contractor. As noted above, contractor is only responsible for producing the digital files to be used in printing and fulfilling, storing, and distributing. The VA, through a GPO vendor, will ship materials directly to the Contractor facility for distribution in accordance with the governing work order placed through VA's Production Services Division. Within one week of receipt of printing orders, the Contractor shall deliver to the PM/COR a sample of 50 copies of each different piece of printed material received. No material is authorized for distribution until the PM/COR has received these sample copies and approved the print job. Where time is of the essence to meet the Project Schedule referred to elsewhere in this PWS, the Contractor shall expedite this delivery.

<b>TASK 4 DELIVERABLE</b>	<b>DUE DATE</b>
7.4.1 Fulfillment, distribution, tracking, and storage of collateral and other materials and assessment of effectiveness.	Ongoing through POP

## **7.5 TASK 5 – METRICS EVALUATION REPORTING**

### 7.5.1 EVALUATE OUTREACH ACTIVITIES

The Contractor shall evaluate outreach activities as they relate to Veterans. Using data gathered to date (to be provided by the Government), the Contractor shall assess the effectiveness of existing metrics, provide suggestions for improvement, implement improvements, and monitor and report campaign results monthly via a dashboard for each activity.

Additionally, in accordance with section 401(e) TREATMENT OF CONTRACTS FOR SUICIDE PREVENTION AND MENTAL HEALTH OUTREACH MEDIA of S.785

*Commander John Scott Hannon Veterans Mental Health Care Improvement Act of 2019* (see Applicable Documents, Section 2.0), contractor shall conduct focus groups to help inform messaging and evaluate the outreach efforts outlined in the PWS. Furthermore, per section 401(f) PAPERWORK REDUCTION ACT EXEMPTION— Chapter 35 of title 44, United States Code (commonly known as the “Paperwork Reduction Act”) shall not apply to any rulemaking or information collection required under this section; therefore, focus groups for this contract can be conducted without having to apply for Office of Management and Budget (OMB) approval.

The Contractor shall refine, tailor, or create key metrics to monitor and ensure communication materials and other communication media (outreach, web, mobile, social media, and PSAs) are achieving intended results, improving Veterans’ and their families’ perceptions of mental health services, treatment, and increasing awareness and use of the resources identified at MakeTheConnection.net (both web-based and mobile-based versions) and MentalHealthVA.gov or specific mental health conditions.

The Contractor shall:

- Evaluate effectiveness for both paid and organic to monitor and track including websites/mobile (e.g., Web Trends or comparable software), print downloads, social media engagement, etc.
- Evaluate campaign effectiveness on social media platforms.
- Evaluate PSAs from launch through six months of airing using Nielsen SpotTrac data.
- Evaluate online advertising.
- Conduct ten focus groups of up to 50 Veterans per focus group or individuals in accordance with section 401 (B) REPRESENTATION of the *Commander John Scott Hannon Veterans Mental Health Care Improvement Act of 2019*

<b>TASK 5 DELIVERABLE</b>	<b>DUE DATE</b>
7.5.1.A Aggregate and refined metrics document; monthly web and social media dashboards, monthly PSA/paid media reports; weekly campaign effectiveness reports.	Ongoing through POP
7.5.1.B Conduct up to ten focus groups specific to mental health topics	Ongoing through POP

## 7.6 TASK 6 – WEB SUPPORT AND MAINTENANCE

### 7.6.1 WEBSITE MAINTENANCE (HTML AND MOBILE)

The Contractor shall provide web content updates, graphic updates, web oversight, management, technical support, development, server management/maintenance and migration to a new content structure as identified below. The Contractor shall ensure websites/webpages continue to appeal to targeted audiences and stakeholders and optimize customer usability experiences broadly and effectively. Websites shall comply with all VA Web Operations policies as outlined in the updated VA Directive 6102 as well as government-wide regulations including Section 508 accessibility requirements and Department of Homeland Security IT security and preparedness policies and regulations. The Contractor shall assist with the successful transition of the maintenance of the website to VA Web Operations staff once the period of performance has ended.

MakeTheConnection.net is hosted on commercial servers outside the VA domain with industry-standard redundancies. The Contractor will be required to assume control of the MakeTheConnection.net website and its associated server(s) cost for those properties and all applicable safeguards. Contractor will also be responsible for the development of a splash page for mental health month that resides on the maketheconnection.net server using the URL: MakeTheConnection.net/MHM.

All other sites listed on the table are located on VA servers/property. The awardee will only be responsible for content/graphic/image updates and NOT server management, maintenance, or cost for Government-owned sites, servers, or property.

The contractor shall migrate the internet site mentalhealth.va.gov in accordance with the updated VA Directive 6102, which shall take place one time over the course of the period of performance.

An additional splash page shall be developed on the va.gov domain for a topic TBD and maintained through the entirety of the period of performance.

Content/graphic/image updates for the internet site mentalhealth.va.gov include:

- General content/graphic/image updates shall be completed NLT the next business day,
- Weekly homepage updates
- Once Monthly site-wide content/graphic updates,
- Development of a process to work with SMEs to coordinate monthly updates
- Development of a content calendar; Design of 1-4 homepage rotator images per week and writing of accompanying content to keep mental health information relevant
- Analytics on all pages

Site	Migration to updated VA Structure	Content Updates	Graphic/Image/Layout Updates	Website oversight, management, technical support, development, server management/maintenance
<a href="http://www.mentalhealth.va.gov/">http://www.mentalhealth.va.gov/</a>	✓	✓	✓	✓

<a href="http://www.MakeTheConnection.net">www.MakeTheConnection.net</a>		✓	✓	✓
<a href="http://www.MakeTheConnection.net/">www.MakeTheConnection.net/</a> MHM		✓	✓	✓
Splashpage TBD on va.gov		✓	✓	✓

<b>TASK 6 DELIVERABLES</b>	<b>DUE DATE</b>
7.6.1A Website maintenance including migration to new structure and overall support for web and mobile	Ongoing through POP
7.6.1B Development of two website splash page	Ongoing through POP

## **7.7 TASK 7 – SOCIAL MEDIA MAINTENANCE AND MONITORING SUPPORT**

### **7.7.1 SOCIAL MEDIA CONTENT**

The Contractor shall maintain, monitor, and expand the MTC YouTube page. The Contractor shall maintain, moderate, monitor, and develop content for three posts per week for the MTC Facebook page for the MTC campaign. The Contractor shall maintain, moderate, monitor, and develop content for three posts per week for the MTC Instagram page and three tweets per week for the MTC campaign. All social media content shall be delivered at the beginning of the preceding month (e.g., for August, content would be delivered at the beginning of July) in one, comprehensive document and provided for review/approval four weeks in advance of the first posting date. The Contractor shall adhere to the specific guidelines and processes for responding to social media posts/submissions outlined in the Social Media Plan and social media Operating Procedures (See Attachment B) for both YouTube and Facebook and align with standard industry response times and practices. In addition, existing social media properties must continue to comply with all VA Social Media policies as outlined in VA Directive 6515 (see Applicable Documents, Section 2.0 ): Use of Web-Based Collaboration Technologies, as well as Government-wide regulations including Section 508 accessibility requirements. The Contractor or its designee shall maintain MTC social media properties and monitor and respond to direct questions for the accounts within one hour, 24 hours a day, 7 days a week, 365 days a year for the task's period of performance. Specific processes and examples of questions and responses, including crisis comments, procedures, and responses are included in the government's Social Media Plan and social media Operating Procedures (See Attachment B).

The contractor shall work with VHA resources such as the VCL, as appropriate for crisis content, comments, and posts. Finally, the Contractor shall assist with the successful transition of the maintenance of the properties to VA staff once the period of performance has ended.

Additionally, the Contractor shall update the social media strategy and implementation plan, which will include maintaining and expanding the MTC social media properties including the YouTube page and Facebook page. The Contractor shall create, maintain, develop, and curate content, and monitor MTC YouTube, Instagram and Facebook accounts for the MTC campaign using industry best practices, aligning content and post

schedules with existing accounts, and ensuring it's complementary to existing social media properties. The Contractor shall develop a strategy to include suggestions for maintaining or increasing audience engagement (posts, shares, likes, comments, retweets, etc.) between VA, family members, friends, and other interested parties. Social media properties shall be managed in accordance with the government's Social Media Plan and social media Operating Procedures (See Attachment B), use sound logic, include governance, and consider the sensitivity of the subject matter. The implementation plan and strategy shall include social media crisis elements/components also aligned with industry-standard crises management.

Finally, the Contractor shall develop additional social media content to be used for general mental health outreach efforts. The contractor shall develop monthly social media content to be distributed internally within VA, to internal/external partners such as VSOs, CBOs, local/state governments, etc., and to other relevant stakeholders. The government estimates roughly 24 unique social media posts per month primarily for Facebook, Instagram, and Twitter. The social media content shall be delivered for review, editing, and revision approximately one month before the beginning of the quarter. So, for example, social media content for quarter 1 (October-December) shall be delivered on the first business day of September. The government will return edits and/or approval prior to the end of the month so social media content can be distributed to partners in a timely fashion.

<b>TASK DELIVERABLES</b>	<b>DUE DATE</b>
7.7.1A Social media monitoring, maintenance, moderation for MTC social media properties (YouTube, Facebook, Instagram) and monthly MTC content - 36 posts for (Facebook, Instagram, Twitter) all properties delivered the preceding month.	Ongoing through POP
7.7.1B Develop approximately 24 monthly social media content items for general mental health outreach closely aligned with MTC social media development schedule.	Ongoing through POP
7.7.1C Social media strategy and implementation plan.	60 days prior to end of the POP
7.7.1D Social media strategy implementation.	Ongoing through POP

## **7.8 TASK 8 – VIDEO AND PSA PRODUCTION, PHOTOGRAPHY, AND DISTRIBUTION**

The program office has allocated funds for video production, PSA distribution, and two still photography sessions. The Contractor shall oversee all aspects of video and still photography creative, planning, production, and post-production which includes obtaining the proper VA 10-3203 release forms and DD-214s from Veterans, Service Members, and all others participating.

Video shoots shall take into consideration COVID-19 VA and Federal Government policies, current trends and transmission rates for specific shoot locations. Additionally, these activities must adhere to current CDC masking and physical distancing

recommendations. Furthermore, all shoots (photo or video) will require rapid COVID-19 testing each morning for all participants and attendees including government and production personnel. Activities will not commence until test results are available and only COVID-19 negative personnel are allowed on set. All testing expenses shall be covered by the Contractor.

### **7.8.1 VIDEO PRODUCTION**

The Contractor shall capture a broad range of Veteran and family member interviews, lifestyle, social media shorts, cutdowns, and b-roll type video at four film shoots for use on various MTC properties considering the unique audiences' viewing nature on each MTC digital/social media platform (web, Facebook, YouTube, and Instagram). The video shall support and synergize with MTC video identity, subject matter, tone, style, and professional quality. The Contractor shall anticipate multiple edit cycles per video by VA and plan for post-production editing, color correction, and sound leveling per video. The Contractor shall develop a detailed video plan outlining an aggressive video production strategy and when/where necessary for content capture, a recruitment plan (which must be performed solely by the Contractor team and not include any VA facilities, resources, or personnel) and shoot schedule (estimated four days per shoot/8-2 to 4 Veterans per day/required to be held Thursday-Sunday for all shoots to allow Veterans to participate who cannot take leave on weekdays). The video shoots shall not be held on back-to-back weekends. VA and contractor will discuss potential geographic locations (city and state) for filming; however, travel costs should be estimated with one East coast, Midwest/South, Southwest, and West coast shoot.

An additional twelve Veterans testimonials shall be captured specific to substance use disorder with travel to Veteran location. The additional twelve Veterans can be captured in conjunction with the other four MTC video shoots or independent. Travel costs should be estimated with three trips to the East coast, Midwest/South, Southwest, and West coast shoot with a small production team limited to no more than twelve individuals including stills for behind-the-scenes photography taking into consideration production elements identified in the previous paragraph.

For shoots designated by the government to be interview-style, recruiting will require six-eight weeks lead-time in which the Contractor shall collect a list of potential Veterans. Each potential candidate must be pre-screened via phone interview to ensure the Veteran/family member's story aligns with the goals, tone, and messaging of the campaign. The interview questions and approach shall be developed by the Contractor and approved by the COR/PM. VA requires general background checks and online reviews of all potential participants following prescreen interviews. The online review should include research on social media accounts (alarming content should be noted for government review including any anti-government or antisocial type posts) and the general background shall use commercially available services and/or products. More comprehensive background checks may be required if a general, high-level check reveals any concerning criminal activity. Following the pre-screen interview, the Contractor shall provide a comprehensive write-up per potential participant outlining the overall story, which shall align with the goals and vision of MTC. The Contractor shall provide a list of candidates per shoot to the VA two to four weeks in advance of the shoot to be approved by the COR/PM. For designated interview shoots, the contractor shall provide VA with a list of three suggested venues/facilities which must be approved



by VA and shall be professional studio accommodations or similar. The VA requires identification or designation of four areas per location for the following activities during interview shooting only: in-processing, still photography (see additional details below), off-shoot room for the review of the live interview via video feed (frequently called “video village”), and live interview room. Locations must also be centrally/conveniently located and handicap accessible.

Lifestyle, social media shorts and cutdowns, and b-roll video must also be commercial-grade quality and synergize with MTC video identity, subject matter, tone, style, and professional quality. The Contractor shall anticipate multiple edit cycles per video by VA and plan for post-production editing, color-correction, sound leveling per video and storage (cloud and hard) of 125 terabytes of new and existing content.

All shoots will require professional photography which will be used for paid media/promotion/ communication/outreach/social media products and materials. Contractor shall ensure appropriate photo shoot accommodations are available when securing a video/film shoot location, which includes a room no smaller than 15' x 25' with ceilings no lower than 10' if indoor only. A CD or electronic transfer of all photographs shall be provided to each participant. Photographer must be able to transfer pictures via tether or wireless to an on location monitor no smaller than 27" for real time viewing by client. On location, the Contractor shall ensure the photographer has the capability to share pictures real time with clients on an iPad or a preferred device with screen no smaller than 5". If photographer has a preferred device, they must provide at least one for the client for use for viewing. All photographs taken shall be provided in a RAW format and shall remain the property of VA with exclusive use of material.

The Contractor shall provide professional-grade post-production work. Longest video to be edited are the interview videos, which, in general, average approximately 30-45 minutes of rough footage, which shall be edited down to no longer than three to five minutes of High Definition (HD) video of the strongest interview segments per interview. All rough draft video, including interview, lifestyle, social media shorts and cutdowns, and b-roll shall be submitted electronically to VA for review and include a convenient method for providing comments, edits, and tagging behind the VA firewall. In addition, each video shall include meta-data/tags so it can be appropriately loaded into website sorting algorithms.

Additionally, the Contractor shall create 10 compilation HD videos using previously recorded footage, which shall address gaps in content. Each video, whether individual testimony or compilation, shall be titled and include a short description for both the website and the VA/VHA YouTube channel prior to posting on either property.

The Contractor shall ensure the videos:

- Increase awareness of VA's broad array of resources and treatment for mental health issues.
- Improve Veterans and their families; general public; Federal, state, local, and tribal governments; community organizations; and other stakeholders' awareness of mental health symptoms, conditions, and evidence-based treatments; Post-Traumatic Stress Disorder (PTSD); substance use disorders; anxiety;

depression; military sexual trauma; traumatic brain injury; serious mental illness (schizophrenia and bipolar);, and other common mental health and readjustment concerns and awareness of VA resources to seek help and treatment;

- Have the broadest reach feasible and ensure targeted audiences and locations are impacted (both metro and rural).
- Be applicable for use with a variety of social media resources, as appropriate; and
- Depict Veterans and families from a broad array of racial, ethnic, gender, age, and military service backgrounds, with a focus on the unique strengths and capabilities of Veterans.

Contractor shall develop a detailed video plan which shall include nine brainstorm sessions. Seven brainstorm sessions shall be conducted for developing national-level commercials and two brainstorm sessions shall be conducted for developing PSAs. Each brainstorm session should be no longer than one, full workday. The video plan shall consider the requirement to develop seven commercials and two PSAs within the POP in addition to the video production above. Additionally, the plan will consider the need to distribute one commercial 15-30 days prior to Mental Health Month (May). The contractor shall develop, produce, and distribute seven NATIONAL TV COMMERCIAL-GRADE/QUALITY videos in 30 and 15-second formats and two additional PSAs in 60 and 30-second formats, which shall be distributed using industry-standard PSA distribution tactics. The Contractor shall develop, cast, and shoot all original footage/VFX for commercials and PSAs and shall provide Behind-The-Scenes professional photography services for use in packaging and promotional products and materials. The Contractor shall use only Veterans or Service Members for roles determined to be Veterans or Service Members. The Contractor shall use only professionals who provide voice-over services. The seven NATIONAL TV quality commercials shall be created and cut at industry standard 30 and 15 seconds for the widest possible distribution. Two PSAs should be in 60 and 30-second formats. Each PSA shall be distributed according to the requirements below. The Contractor shall provide each PSA in appropriate packaging with a case and designed and printed label aligned with the product and its contents.

The contractor shall distribute the commercials using industry-standard best practices, leveraging the paid media budget and all agreed-upon/approved platforms available. Furthermore, the contractor shall promote and make PSAs available to national/local TV and digital outlets via best industry practices and standards including Latino TV outlets and ensure distribution using all available best practices to ensure PSA are received by at least 1,500 PSA directors at national/local TV outlets in the United States, Virgin Islands, Puerto Rico, and Guam.

The contractor shall develop a detailed video plan for mental health, women's mental health, Tobacco and Health, military sexual trauma, Evidence-based Psychotherapies, and SUD for educational/awareness videos considering testimonial and PSA production efforts and schedules. The contractor shall develop and produce sixteen, 15-second to 30-second video ads related to general mental health topics, SUD, MST, and other mental health topics. The Contractor shall translate five of the videos into Spanish.

TASK 8 DELIVERABLES	DUE DATE
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7.8.1A Video Plan and nine creative sessions, recruitment, production, professional photography services, and postproduction of four interviews, lifestyle, social media shorts and cutdowns, and b-roll shoots for mental health; editing of videos to create 96-120 videos no longer than five minutes including the Storage (cloud and hard) of 125 terabytes of new and preexisting digital media content. Postproduction of ten compilation videos.	Video plan 30 calendar days from approved PMP; creative sessions NLT 60 calendar days prior to video production; video production and digital storage ongoing through POP;
7.8.1B. HD video creative, plan, production, and postproduction for seven <b>NATIONAL TV COMMERCIAL-GRADE/QUALIT</b> in Los Angeles, CA or New York, NY; two PSAs - social media platform versions from previously captured PSA footage; Professional, Behind-The-Scenes Photography Services; PSA distribution to at least 1,500 PSA directors at national/local TV outlets; reproduction services for 100 copies per PSA.	Video plan 30 calendar days from approved PMP; video production ongoing through POP
7.8.1C Video creative, plan, production, and postproduction of sixteen video ads for mental health including Military Sexual Trauma, Psychotherapies, SUD, and other identified Mental health topics	Video plan 45 calendar days from approved PMP; video production ongoing through POP;

## 7.9 STILL PHOTOGRAPHY

### 7.9.1 STILL PHOTOGRAPHY SHOOTS AND EDITING

Photo shoots shall take into consideration COVID-19 VA and Federal Government policies, current trends and transmission rates for specific shoot locations. Additionally, these activities must adhere to current CDC masking and physical distancing recommendations. Furthermore, all shoots (photo or video) will require rapid COVID-19 testing each morning for all participants and attendees including government and production personnel. Activities will not commence until test results are available and only COVID-19 negative personnel are allowed on set. All testing expenses shall be covered by the Contractor.

The Contractor shall hold four photo shoots, three for two days and the other over five days. The photo shoots shall be conceptual in nature with the first three having 15 models per day and the second shoot with 25 models per day for three days and 28 models per day for two days that providing VA with a wide array of photo options, including metaphor (hands only, holding a brochure, a Veteran holding a keychain); setting (park/gym/school); support (hug, concern); and action (walking, working out). The models shall be Veterans, active-duty Service members (including National Guard or Reserve), individuals portraying a role (family, friends, healthcare profession), or dogs and shall be from all available eras, branches, genders, and ethnicities. Selected models shall accurately represent the various backgrounds and demographics of Veterans and Servicemembers and consider the serious tone, nature, and sensitivity of mental health topics. Each model shall have various approved wardrobe options that are relevant to the work environment or casual climate with family or other appropriate

scenarios as required by the shot. The Contractor is responsible for all creative direction, which includes the shot-list for a wide variety of photos that shall be used for material in toolkits. The Contractor shall provide the necessary equipment, guidance, and support to capture photos of Veterans to ensure the widest possible of photographs are captured for use. The photoshoot shall be a combination of photographing within and outside a studio or on location. The studio space secured shall have a minimum of an intake room that accommodates up to 10 individuals or two rooms that accommodate seven comfortably, a secondary room for staff, a wardrobe room, kitchen area, two bathrooms, and a studio no smaller than 25'x 35' with infinity walls and options for different sets or use of props that is relevant to the material the pictures shall be placed in. The Contractor shall make sure a make-up artist is available during the entire shoot. The Contractor shall provide a photographer and secure a studio. Location and photographer must be able to transfer pictures via tether or wireless to a monitor no smaller than 27" for external, real-time viewing. On location, the photographer shall have the capability to share pictures real-time with clients on an iPad or a preferred device with a screen no smaller than 5". If the photographer has a preferred device, they must provide at least one for the client for use for viewing. All photographs taken shall be provided in a RAW format and shall remain the property of VA with exclusive use of material. The Contractor shall use only Veterans or Service Members for roles determined to be Veterans or Service Members and will obtain the proper VA 10-3203 release forms and DD-214s for all participants, as applicable. The contractor shall also provide a full-time photo editor for chosen selects to be used in all campaign material.

The Contractor shall:

- Recruit Veterans, active-duty Service members or family to participate in a photoshoot over five days in multiple locations within a major metropolitan area (i.e., New York City, Chicago, Seattle) and surrounding area (within 20 miles of metropolitan area).
- Provide capture images and relay the look needed for mental health material.
- The two days photos shoots shall focus on Women and Minority Veterans
- Provide shoot location recommendations and options for two-day shoot and specific location within major metropolitan area for a five-day shoot.
- Handle all associated logistics and paperwork related to the photo shoots; and
- Provide professional, still photography in coordination/conjunction with video shoots. All PSA, education/awareness video shoots shall have a behind the scenes photographer. Testimonial video shoots for MTC will retain services of professional set photographer for photography, which may be used on promotional materials or for social media channels. Shoots shall take place in a room no smaller than 15' x 25' with ceilings no lower than 10'. All Testimonial video shoot participants shall be provided electronic copies of all their photographs.; Provide the following photo equipment at all photo and video shoots, except PSA shoots: (2) Nikon D850 Body w extra battery; (1) Nikon 24-70mm f/2.8E AF-S ED VR Lens; (1) Nikon 70-200mm f/2.8E AF-S FL ED VR Lens; (3) 32 GB Secure Digital (SD) card, minimum speed of 150mb/s; (3) 32 GB XQD card, minimum speed of 150mb/s (3) – must match speed of SD Card; (1) Lastolite TriFlip 8 in 1 Grip Reflector Kit - 30"; (2) Profoto B1X; (2) Extra Batter for Profoto B1X; (1) Profoto Air Remote for Nikon; (1) Profoto 3' Octobox or 2'x3' softbox – must be compatible with the Profoto B1X; (1) Profoto HR speedring; (1) Portable Light stand

- Provide a full-time photo editor for select photos to be used in all mental health campaigns

The still photographs and video shall:

- Depict Veterans and families from a broad array of racial, ethnic, gender, age, and military service backgrounds.
- Be compliant with Section 508 of the Americans with Disability Act for user interfaces and must include closed captioning, which includes descriptive captioning for videos; and,
- Accurately depict the benefits and services being portrayed.

<b>TASK 9 DELIVERABLES</b>	<b>DUE DATE</b>
7.9.1A Still photography for all video shoots including four photoshoots – three two-day shoot and another five-day photo shoot for mental health efforts. Individual copies (electronic) of photos for all testimonial shoots for each participant.	Six Months After Award
7.9.1B Full time still photo editor for mental health efforts	Ongoing through POP

## **7.10 TASK 10 – PAID MEDIA PLANS AND MEDIA PLACEMENT**

### **7.10.1 MEDIA PLANS AND PLACEMENT**

Please note, paid media is subject to change per year based on funding availability. The Contractor shall develop paid media plans each year based on available money and taking into consideration previous years' general mental health and MTC paid media plans. The Contractor's media plans shall identify effective distribution methods using a variety of digital placement options including web, social, tv, digital out of home and other multimedia and social media tools to deliver messaging and materials to the right audiences and events. The Contractor's media plans shall be consistent with and compliment other VA mental health and whole health outreach programs. The Contractor's media plans shall identify primary online channels and digital out of home options and shall be based off previous lessons learned from the campaigns' launch (to be provided to Contractor). Contractor shall negotiate all media placements in accordance with research and analysis, data and accounts provided by current contractor, and other relevant data and purchase paid advertising utilizing a not-to-exceed amount specific to funding availability per year. The Contractor shall meet all deadlines to ensure on time placement. All media buys must be pre-approved by VA and only placed in areas agreed upon by the Government. Suggested media buys shall not be placed in controversial venues or considered offensive or unprofessional and should, where applicable, apply best practices for brand safety. In addition, the Contractor shall monitor mental health-specific paid media content on VA social media platforms. The contractor shall monitor specific content or comments that are of concern, crisis, or indicate suicidal ideation. The contractor shall monitor content, posts, and ads generated by this contract and placed on VA social media accounts 24 hours a day, 7 days a week, 365 days a year for the task's period of performance. The contractor shall ensure they monitor every paid media post while active every hour and shall work to notify the Veterans Crisis Line immediately, as appropriate for crisis content, comments, and posts.

<b>TASK 10 DELIVERABLE</b>	<b>DUE DATE</b>
7.10.1A Paid media plan	30 calendar days from approved PMP
7.10.1B Paid media buys	Ongoing through POP
7.10.1C Paid media social media monitoring	Ongoing through POP

## **7.11 TASK 11 – TRANSITION**

### **7.11.1 TRANSITION PLAN IMPLEMENTATION**

The Contractor shall include a 10 business day transition period in order to familiarize and normalize with the current Contractor to ensure a smooth and non-disruptive transfer of all current campaign assets for MTC and other mental health campaigns within the current performance work statement including: MTC (www.maketheconnection.net) and VA Mental Health (www.mentalhealth.va.gov) website accounts and hardware; social media properties: <https://www.facebook.com/VeteransMTC/>; <https://www.youtube.com/user/VeteransMTC>; and, <https://www.instagram.com/veteransmtc/>; administrative accounts and functions; paid media assets and ad word accounts/data; multimedia assets including all video, photography, graphic art source files, and other relevant and necessary Government, multimedia property; national outreach assets, contact sheets/information/stakeholders estimated at 115 terabytes, and all relevant data; transfer of print material to Contractor's selected facility from previous contractors storage location; and, all relevant campaign reports, metrics, and other data to ensure minimal disruptions to metrics and reporting.

<b>TASK 11 DELIVERABLES</b>		<b>DUE DATES</b>
7.11.1 Transition Plan Implementation		Transition period and execution of Transition Plan within 10 business days at start of the period of performance.

## **8.0 QUALITY ASSURANCE**

The Government will utilize a Quality Assurance Surveillance Plan throughout the life of the contract to ensure that the Contractor is performing the services required by this PWS in an acceptable manner. The Government reserves the right to alter or change the surveillance methods in the QASP at its own discretion. A Performance Based Servicer Assessment Survey will be used in combination with the QASP to assist the Government in determining acceptable performance levels.

Requirement	Performance Standard	Surveillance Method	Outcome
<b>PROJECT MANAGEMENT, MILESTONES, AND SCHEDULE</b>	a. Notifies customer of potential problems 90% of the time.	100% Inspection of agreed upon milestones	Notification to COR occurs within two business days of potential issue when known in advance or within 24 hours of urgent problems, where less than two business days exist
	b. Submits Deliverables in accordance with the deliverable schedule within (+/-) three business days with no more than three incidents of performance slippage	100% Inspection of deliverables	No more than three incidents of performance schedule slippage
<b>WRITTEN COMMUNICATION</b>	Uses correct English grammar, punctuation, and spelling 95% of the time; communicates information in a succinct and organized manner, produces written information that is appropriate for the intended audience	Random Sampling	Written communication is consistently error-free and clear and concise so that the message is easily understood by others
<b>CUSTOMER SUPPORT</b>	Courteous and professional interactions to receive and fill task order deliverables and in providing order status. Customer (VA) support satisfaction, having no more than 3 incidents of dissatisfaction.	Customer Feedback and Complaints based on interactions with the Contractor	Customer problems are resolved within the same business day; no more than 3 incidents spent by Government personnel in providing corrective feedback on unacceptable customer service/professionalism

Acceptable Performance

The Government will document acceptable performance in accordance with the chart above. Any report may become a part of the supporting documentation for any contractual action.

Unacceptable Performance

When unacceptable performance occurs, the COR will inform the CO. This will always be in writing although when circumstances necessitate immediate verbal communication, that communication will be followed in writing. The COR will document the discussion and place it in the COR file.

When the CO determines formal written communication is required, the COR will prepare a Contract Discrepancy Report (CDR) and present it to the Contractor's program manager.

The Contractor shall acknowledge receipt of the CDR in writing to the CO. The CDR will state how long after receipt the Contractor has to take corrective action. The CDR will also specify if the Contractor is required to prepare a corrective action plan to document how the Contractor shall correct the unacceptable performance and avoid a recurrence. The CO shall review the Contractor's corrective action plan to determine acceptability.

Any CDRs may become a part of the supporting documentation for any contractual action deemed necessary by the CO.

**9.0 MONTHLY REPORTING REQUIREMENTS**

Contractor shall provide the COR and PM with monthly written progress reports. The monthly reports are due to the COR and PM by the second workday following the end of each calendar month throughout the project's duration.

The monthly progress report shall cover all work completed per task deliverable during the preceding month and shall present the work to be accomplished during the subsequent month per task deliverable. The monthly progress report shall also identify any problems that arose and a statement explaining how the problem was resolved. The monthly progress report shall also identify any problems that have arisen but have not been completely resolved with an explanation.

**10.0 OTHER DIRECT COSTS (ODCs)**

The Government anticipates that ODCs will be needed to address this requirement. ODCs will be reimbursed at Contractor cost. No indirect costs will be reimbursed unless specified in the schedule. The Contractor shall submit with their invoice, copies of all receipts that support the ODCs claimed in the invoice and written substantiation for the incurred costs.

The contractor shall perform due diligence to ensure it incurs most-favorable pricing prior to passing these costs on to the Government. ODCs are permitted only to the extent provided for in the underlying GSA schedule terms and conditions. Projected ODCs shall be reviewed by COR and authorized in advance.

- (1) To support the price reasonableness of ODC's—



(i) The Contractor proposing ODC as part of a solution shall obtain a minimum of three quotes for each ODC

(A) One of these three quotes may include ODC's furnished by the Contractor

(B) If the Contractor cannot obtain three quotes, the Contractor shall maintain its documentation of why three quotes could not be obtained to support their determination.

## **11. CONTRACTOR EXPERIENCE REQUIREMENTS**

Key personnel shall not be removed, diverted, or replaced from work without approval of the CO and COR. Any personnel the Contractor offers as substitutes shall have the ability and qualifications equal to or better than the key personnel being replaced. Requests to substitute personnel shall be approved by the COR and the CO prior to replacement. When possible, all requests for approval of substitutions in personnel shall be submitted to the COR and the CO at least 30 calendar days, or as soon as possible, prior to making any change in key personnel. The request shall be written and provide a detailed explanation of the circumstances necessitating the proposed substitution. The Contractor shall submit a complete resume for the proposed substitute and any other information requested by the CO needed to approve or disapprove the proposed substitution. The CO will evaluate such requests and promptly notify the Contractor of approval or disapproval thereof in writing.

### **11.1 KEY PERSONNEL**

The Contractor shall designate the following positions as Key Personnel. The Government deems these positions as critical to the performance of work as presented in the PWS.

- Project Manager – minimum **Project Management Professional** certification from **Project Management Institute**, minimum of 15 years of program management experience, preferably working with Veterans.
- Strategist – minimum/general experience of 15 years of relevant experience; minimum education of BA/BS degree in a relevant field.
- Creative Director – minimum/general experience of 15 years of general experience; minimum education of master's degree in Marketing or Communications or equivalent.
- Senior Video Producer – minimum/general experience of 10 years of relevant experience working in the commercial industry; minimum education of bachelor's degree or equivalent.

## **12. CONTRACTOR PERSONNEL SECURITY REQUIREMENTS**

The contractor shall meet the following security requirements and all requirements listed in Section 13 –VA Information and Information System Security/Privacy. Any VA sensitive information accessed by the contractor personnel shall be protected according to VA security policies and shall not be removed from the VA facility or equipment. The C&A requirements do not apply, and a Security Accreditation Package is not required.

### Contractor Personnel Security

All contract employees who require access to the VA site(s) and/or access to VA local area network (LAN) systems shall be the subject of a background investigation and must receive a favorable adjudication from the VA Security and Investigations Center

(SIC). These requirements are applicable to all subcontractor personnel requiring the same level of Background Investigation. Contractors working at the VAAA shall meet the appropriate background investigation requirements in accordance with VA Directive and Handbook 0710, Personnel Security and Suitability Program. The contract employee level of background investigation required for this effort is **NACI**.

### Contractor Responsibilities

1. The Contractor shall bear the expense of obtaining background investigations or reciprocals of previous investigations held that meet or exceed the required investigation level. The cost of background investigations is based on the current Office of Personnel Management (OPM) rate at the time the application is processed at OPM. Fiscal Year 2021 rates are as follows: Low Risk (NACI) \$381, Moderate Risk (MBI) \$1,632, High Risk (BI) \$3,984 or Reciprocals are \$75. VA will pay for investigations or reciprocals processed through the VA SIC and conducted by OPM in advance; however, the Contractor shall reimburse the full cost of background investigations/reciprocals to VA within 30 days of Bill of Collections received from VA. VA shall send up to three plus one final delinquent notice to the Contractor. If the Contractor does not adhere to the Bill of Collections, future invoices may be subject to be offset by VA to recoup background investigation/reciprocal costs.
2. Immediately after contract or task order award, the COR will provide the Contractor with the following background investigation documents to be completed by the Contractor and returned to the COR to begin the background investigation process for all contract employees working on the contract who will have access to VA facilities, VA systems, or privacy data:
  - a. Background Investigation Request Worksheet
  - b. Optional Form 306 – Declaration of Federal Employment
  - c. Fingerprint Request Form
3. Upon receipt of the above-stated documents from the COR, the Veterans Service Center (VSC) will perform preliminary onboarding review and process the request through the SIC. Upon notification of favorable fingerprint results by the VSC, the contractor may begin work while the background investigation is ongoing. Thereafter, the Contractor will receive an email notification from the SIC identifying the website link that includes detailed instructions regarding completion of the background clearance application process in the Electronic Questionnaires for Investigations Processing (e-QIP) system. E-QIP is an online, Internet accessible system where the contractor employee shall complete the security questionnaire required for OPM to process the background investigation.
4. Contractors who have a current favorable background investigation previously conducted by OPM or Defense Security Cooperation Agency (DSCA) may be accepted through reciprocity. When a previous clearance is currently held, it does not preclude the vendor from submitting a complete Background Investigation Package as stated above to the COR immediately after contract or task order award for all contract employees who will be working on the contract.

5. The Contractor shall prescreen all personnel who require access to VA site(s) and/or access to VA LAN systems to ensure they maintain a U.S. citizenship or Alien Registration that authorizes them to work in the U.S. and are able to read, write, speak and understand the English language.
6. Contract performance shall not commence before:
  - The VSC has confirmed favorable fingerprint results, or
  - SIC confirms that it has received the Contractor's investigative documents, the documents are complete, and that the investigation information has been released to OPM for scheduling of the background investigation, or
  - VSC or the SIC has confirmed that the verified investigation will be reciprocated.
7. The COR will notify and forward the Contractor a copy of the Certificate of Eligibility (Form 4236) if the investigation has been reciprocated. The Contractor, if notified of an unfavorable adjudication by the Government, shall withdraw the employee from consideration from working under the contract. Failure to comply with the Contractor personnel security requirements may result in termination of the contract for default.
8. The Contractor will be responsible for the actions of those contract and subcontract employees they provide to perform work for VA. In the event damage arises from work performed by Contractor personnel, under the auspices of the contract, the Contractor will be responsible for resources necessary to remedy the incident.
9. Should the Contractor use a vendor other than OPM or DSCA to conduct investigations, the investigative company must be certified by OPM/DSCA to conduct Contractor investigations. The Vendor Cage Code number must be provided to the VA SIC, which will verify the information and conclude whether access to the Government's site(s) and/or VA LAN systems can be granted.
10. The investigative history for Contractor personnel working under this contract must be maintained in the databases of either OPM or the Defense Industrial Security Clearance Organization (DISCO).

#### Government Responsibilities

1. After the SIC has adjudicated the background investigation package from the Contractor, the SIC will send an e-mail notification to the Contractor and their POC identifying the e-QIP website link that includes detailed instructions regarding completion of the background clearance application process and the level of background that was requested.
2. Upon receipt of required investigative documents, SIC will review the investigative documents for completion and initiate the background investigation by forwarding the investigative documents to OPM to conduct the background investigation. If the investigative documents are not complete, the SIC will notify the vendor of deficiencies and include corrective instructions.

3. VA will pay for investigations and reciprocals processed through the VA SIC and conducted by OPM in advance, however, the Contractor shall reimburse the full cost of background investigations/reciprocals to VA within 30 days of Bill of Collections from VA. VA shall send up to three plus one final delinquent notice to the Contractor. If the Contractor does not adhere to the Bill of Collections, future invoices may be subject to be offset by VA to recoup background investigation costs and may be considered grounds for default.
4. The COR will notify and forward the Contractor a copy of the Certificate of Eligibility (Form 4236) if the investigation has been reciprocated. The COR will also notify the Contractor of an unfavorable adjudication by the Government.

### **13. VA INFORMATION AND INFORMATION SYSTEM SECURITY/PRIVACY**

#### **1. GENERAL**

Contractors, contractor personnel, subcontractors, and subcontractor personnel shall be subject to the same Federal laws, regulations, standards, and VA Directives and Handbooks as VA and VA personnel regarding information and information system security.

#### **2. ACCESS TO VA INFORMATION AND VA INFORMATION SYSTEMS**

a. A contractor/subcontractor shall request logical (technical) or physical access to VA information and VA information systems for their employees, subcontractors, and affiliates only to the extent necessary to perform the services specified in the contract, agreement, or task order.

b. All contractors, subcontractors, and third-party servicers and associates working with VA information are subject to the same investigative requirements as those of VA appointees or employees who have access to the same types of information. The level and process of background security investigations for contractors must be in accordance with VA Directive and Handbook 0710, Personnel Suitability and Security Program. The Office for Operations, Security, and Preparedness is responsible for these policies and procedures.

c. Contract personnel who require access to national security programs must have a valid security clearance. National Industrial Security Program (NISP) was established by Executive Order 12829 to ensure that cleared U.S. defense industry contract personnel safeguard the classified information in their possession while performing work on contracts, programs, bids, or research and development efforts. The Department of Veterans Affairs does not have a Memorandum of Agreement with Defense Security Cooperation Agency (DSCA) Verification of a Security Clearance must be processed through the Special Security Officer located in the Planning and National Security Service within the Office of Operations, Security, and Preparedness.

d. Custom software development and outsourced operations must be located in the U.S. to the maximum extent practical. If such services are proposed to be performed abroad and are not disallowed by other VA policy or mandates, the contractor/subcontractor must state where all non-U.S. services are provided and detail a security plan, deemed to be acceptable by VA, specifically to address mitigation of the resulting problems of communication, control, data protection, and so forth. Location within the U.S. may be an evaluation factor.

e. The contractor or subcontractor must notify the Contracting Officer immediately when an employee working on a VA system or with access to VA information is reassigned or leaves the contractor or subcontractor's employ. The Contracting Officer

must also be notified immediately by the contractor or subcontractor prior to an unfriendly termination.

### **3. VA INFORMATION CUSTODIAL LANGUAGE**

a. Information made available to the contractor or subcontractor by VA for the performance or administration of this contract or information developed by the contractor/subcontractor in performance or administration of the contract shall be used only for those purposes and shall not be used in any other way without the prior written agreement of the VA. This clause expressly limits the contractor/subcontractor's rights to use data as described in Rights in Data - General, FAR 52.227-14(d) (1).

b. VA information should not be co-mingled, if possible, with any other data on the contractors/subcontractor's information systems or media storage systems in order to ensure VA requirements related to data protection and media sanitization can be met. If co-mingling must be allowed to meet the requirements of the business need, the contractor must ensure that VA's information is returned to the VA or destroyed in accordance with VA's sanitization requirements. VA reserves the right to conduct on site inspections of contractor and subcontractor IT resources to ensure data security controls, separation of data and job duties, and destruction/media sanitization procedures are in compliance with VA directive requirements.

c. Prior to termination or completion of this contract, contractor/ subcontractor must not destroy information received from VA, or gathered/ created by the contractor in the course of performing this contract without prior written approval by the VA. Any data destruction done on behalf of VA by a contractor/subcontractor must be done in accordance with National Archives and Records Administration (NARA) requirements as outlined in VA Directive 6300, Records and Information Management and its Handbook 6300.1 Records Management Procedures, applicable VA Records Control Schedules, and VA Handbook 6500.1, Electronic Media Sanitization. Self-certification by the contractor that the data destruction requirements above have been met must be sent to the VA Contracting Officer within 30 days of termination of the contract.

d. The contractor/subcontractor must receive, gather, store, back up, maintain, use, disclose and dispose of VA information only in compliance with the terms of the contract and applicable Federal and VA information confidentiality and security laws, regulations and policies. If Federal or VA information confidentiality and security laws, regulations and policies become applicable to the VA information or information systems after execution of the contract, or if NIST issues or updates applicable FIPS or Special Publications (SP) after execution of this contract, the parties agree to negotiate in good faith to implement the information confidentiality and security laws, regulations and policies in this contract.

e. The contractor/subcontractor shall not make copies of VA information except as authorized and necessary to perform the terms of the agreement or to preserve electronic information stored on contractor/subcontractor electronic storage media for restoration in case any electronic equipment or data used by the contractor/subcontractor needs to be restored to an operating state. If copies are made for restoration purposes, after the restoration is complete, the copies must be appropriately destroyed.

f. If VA determines that the contractor has violated any of the information confidentiality, privacy, and security provisions of the contract, it shall be sufficient grounds for VA to withhold payment to the contractor or third party or terminate the contract for default or terminate for cause under Federal Acquisition Regulation (FAR) part 12.

g. If a VHA contract is terminated for cause, the associated BAA must also be terminated and appropriate actions taken in accordance with VHA Handbook 1600.01, Business Associate Agreements. Absent an agreement to use or disclose protected health information, there is no business associate relationship.

h. The contractor/subcontractor must store, transport, or transmit VA sensitive information in an encrypted form, using VA-approved encryption tools that are, at a minimum, FIPS 140-2 validated.

i. The contractor/subcontractor's firewall and Web services security controls, if applicable, shall meet or exceed VA's minimum requirements. VA Configuration Guidelines are available upon request.

j. Except for uses and disclosures of VA information authorized by this contract for performance of the contract, the contractor/subcontractor may use and disclose VA information only in two other situations: (i) in response to a qualifying order of a court of competent jurisdiction, or (ii) with VA's prior written approval. The contractor/subcontractor must refer all requests for, demands for production of, or inquiries about, VA information and information systems to the VA contracting officer for response.

k. Notwithstanding the provision above, the contractor/subcontractor shall not release VA records protected by Title 38 U.S.C. 5705, confidentiality of medical quality assurance records and/or Title 38 U.S.C. 7332, confidentiality of certain health records pertaining to drug addiction, sickle cell anemia, alcoholism or alcohol abuse, or infection with human immunodeficiency virus. If the contractor/subcontractor is in receipt of a court order or other requests for the above mentioned information, that contractor/subcontractor shall immediately refer such court orders or other requests to the VA contracting officer for response.

l. For service that involves the storage, generating, transmitting, or exchanging of VA sensitive information but does not require C&A or an MOU-ISA for system interconnection, the contractor/subcontractor must complete a Contractor Security Control Assessment (CSCA) on a yearly basis and provide it to the COR.

#### **4. INFORMATION SYSTEM DESIGN AND DEVELOPMENT**

a. Information systems that are designed or developed for or on behalf of VA at non-VA facilities shall comply with all VA directives developed in accordance with FISMA, HIPAA, NIST, and related VA security and privacy control requirements for Federal information systems. This includes standards for the protection of electronic PHI, outlined in 45 C.F.R. Part 164, Subpart C, information and system security categorization level designations in accordance with FIPS 199 and FIPS 200 with implementation of all baseline security controls commensurate with the FIPS 199 system security categorization (reference Appendix D of VA Handbook 6500, VA Information Security Program). During the development cycle a Privacy Impact Assessment (PIA) must be completed, provided to the COR, and approved by the VA Privacy Service in accordance with Directive 6507, VA Privacy Impact Assessment.

b. The contractor/subcontractor shall certify to the COR that applications are fully functional and operate correctly as intended on systems using the VA Federal Desktop Core Configuration (FDCC), and the common security configuration guidelines provided by NIST or the VA. This includes Internet Explorer 7 configured to operate on Windows XP and Vista (in Protected Mode on Vista) and future versions, as required.

c. The standard installation, operation, maintenance, updating, and patching of software shall not alter the configuration settings from the VA approved and FDCC

configuration. Information technology staff must also use the Windows Installer Service for installation to the default "program files" directory and silently install and uninstall.

d. Applications designed for normal end users shall run in the standard user context without elevated system administration privileges.

e. The security controls must be designed, developed, approved by VA, and implemented in accordance with the provisions of VA security system development life cycle as outlined in NIST Special Publication 800-37, Guide for Applying the Risk Management Framework to Federal Information Systems, VA Handbook 6500, Information Security Program and VA Handbook 6500.5, Incorporating Security and Privacy in System Development Lifecycle.

f. The contractor/subcontractor is required to design, develop, or operate a System of Records Notice (SOR) on individuals to accomplish an agency function subject to the Privacy Act of 1974, (as amended), Public Law 93-579, December 31, 1974 (5 U.S.C. 552a) and applicable agency regulations. Violation of the Privacy Act may involve the imposition of criminal and civil penalties.

g. The contractor/subcontractor agrees to:

(1) Comply with the Privacy Act of 1974 (the Act) and the agency rules and regulations issued under the Act in the design, development, or operation of any system of records on individuals to accomplish an agency function when the contract specifically identifies:

(a) The Systems of Records (SOR); and

(b) The design, development, or operation work that the contractor/ subcontractor is to perform;

(1) Include the Privacy Act notification contained in this contract in every solicitation and resulting subcontract and in every subcontract awarded without a solicitation, when the work statement in the proposed subcontract requires the redesign, development, or operation of a SOR on individuals that is subject to the Privacy Act; and

(2) Include this Privacy Act clause, including this subparagraph (3), in all subcontracts awarded under this contract which requires the design, development, or operation of such a SOR.

h. In the event of violations of the Act, a civil action may be brought against the agency involved when the violation concerns the design, development, or operation of a SOR on individuals to accomplish an agency function, and criminal penalties may be imposed upon the officers or employees of the agency when the violation concerns the operation of a SOR on individuals to accomplish an agency function. For purposes of the Act, when the contract is for the operation of a SOR on individuals to accomplish an agency function, the contractor/subcontractor is considered to be an employee of the agency.

(1) "Operation of a System of Records" means performance of any of the activities associated with maintaining the SOR, including the collection, use, maintenance, and dissemination of records.

(2) "Record" means any item, collection, or grouping of information about an individual that is maintained by an agency, including, but not limited to, education, financial transactions, medical history, and criminal or employment history and contains the person's name, or identifying number, symbol, or any other identifying particular assigned to the individual, such as a fingerprint or voiceprint, or a photograph.

(3) "System of Records" means a group of any records under the control of any agency from which information is retrieved by the name of the individual or by some identifying number, symbol, or other identifying particular assigned to the individual.

i. The vendor shall ensure the security of all procured or developed systems and technologies, including their subcomponents (hereinafter referred to as "Systems"), throughout the life of this contract and any extension, warranty, or maintenance periods. This includes, but is not limited to workarounds, patches, hotfixes, upgrades, and any physical components (hereafter referred to as Security Fixes) which may be necessary to fix all security vulnerabilities published or known to the vendor anywhere in the Systems, including Operating Systems and firmware. The vendor shall ensure that Security Fixes shall not negatively impact the Systems.

j. The vendor shall notify VA within 24 hours of the discovery or disclosure of successful exploits of the vulnerability which can compromise the security of the Systems (including the confidentiality or integrity of its data and operations, or the availability of the system). Such issues shall be remediated as quickly as is practical, but in no event longer than days.

k. When the Security Fixes involve installing third party patches (such as Microsoft OS patches or Adobe Acrobat), the vendor will provide written notice to the VA that the patch has been validated as not affecting the Systems within 10 working days. When the vendor is responsible for operations or maintenance of the Systems, they shall apply the Security Fixes within days.

l. All other vulnerabilities shall be remediated as specified in this paragraph in a timely manner based on risk, but within 60 days of discovery or disclosure. Exceptions to this paragraph (e.g. for the convenience of VA) shall only be granted with approval of the contracting officer and the VA Assistant Secretary for Office of Information and Technology.

## **5. INFORMATION SYSTEM HOSTING, OPERATION, MAINTENANCE, OR USE**

a. For information systems that are hosted, operated, maintained, or used on behalf of VA at non-VA facilities, contractors/subcontractors are fully responsible and accountable for ensuring compliance with all HIPAA, Privacy Act, FISMA, NIST, FIPS, and VA security and privacy directives and handbooks. This includes conducting compliant risk assessments, routine vulnerability scanning, system patching and change management procedures, and the completion of an acceptable contingency plan for each system. The contractor's security control procedures must be equivalent, to those procedures used to secure VA systems. A Privacy Impact Assessment (PIA) must also be provided to the COR and approved by VA Privacy Service prior to operational approval. All external Internet connections to VA's network involving VA information must be reviewed and approved by VA prior to implementation.

b. Adequate security controls for collecting, processing, transmitting, and storing of Personally Identifiable Information (PII), as determined by the VA Privacy Service, must be in place, tested, and approved by VA prior to hosting, operation, maintenance, or use of the information system, or systems by or on behalf of VA. These security controls are to be assessed and stated within the PIA and if these controls are determined not to be in place, or inadequate, a Plan of Action and Milestones (POA&M) must be submitted and approved prior to the collection of PII.

c. Outsourcing (contractor facility, contractor equipment or contractor staff) of systems or network operations, telecommunications services, or other managed services requires certification and accreditation (authorization) (C&A) of the contractor's systems in accordance with VA Handbook 6500.3, Certification and Accreditation and/or the VA



OCS Certification Program Office. Government- owned (government facility or government equipment) contractor-operated systems, third party or business partner networks require memorandums of understanding and interconnection agreements (MOU-ISA) which detail what data types are shared, who has access, and the appropriate level of security controls for all systems connected to VA networks.

d. The contractor/subcontractor's system must adhere to all FISMA, FIPS, and NIST standards related to the annual FISMA security controls assessment and review and update the PIA. Any deficiencies noted during this assessment must be provided to the VA contracting officer and the ISO for entry into VA's POA&M management process. The contractor/subcontractor must use VA's POA&M process to document planned remedial actions to address any deficiencies in information security policies, procedures, and practices, and the completion of those activities. Security deficiencies must be corrected within the timeframes approved by the government.

Contractor/subcontractor procedures are subject to periodic, unannounced assessments by VA officials, including the VA Office of Inspector General. The physical security aspects associated with contractor/ subcontractor activities must also be subject to such assessments. If major changes to the system occur that may affect the privacy or security of the data or the system, the C&A of the system may need to be reviewed, retested and re- authorized per VA Handbook 6500.3. This may require reviewing and updating all of the documentation (PIA, System Security Plan, Contingency Plan). The Certification Program Office can provide guidance on whether a new C&A would be necessary.

e. The contractor/subcontractor must conduct an annual self assessment on all systems and outsourced services as required. Both hard copy and electronic copies of the assessment must be provided to the COR. The government reserves the right to conduct such an assessment using government personnel or another contractor/subcontractor. The contractor/subcontractor must take appropriate and timely action (this can be specified in the contract) to correct or mitigate any weaknesses discovered during such testing, generally at no additional cost.

f. VA prohibits the installation and use of personally-owned or contractor/ subcontractor-owned equipment or software on VA's network. If non-VA owned equipment must be used to fulfill the requirements of a contract, it must be stated in the service agreement, SOW or contract. All of the security controls required for government furnished equipment (GFE) must be utilized in approved other equipment (OE) and must be funded by the owner of the equipment. All remote systems must be equipped with, and use, a VA-approved antivirus (AV) software and a personal (host-based or enclave based) firewall that is configured with a VA-approved configuration. Software must be kept current, including all critical updates and patches. Owners of approved OE are responsible for providing and maintaining the anti-viral software and the firewall on the non-VA owned OE.

g. All electronic storage media used on non-VA leased or non-VA owned IT equipment that is used to store, process, or access VA information must be handled in adherence with VA Handbook 6500.1, Electronic Media Sanitization upon: (i) completion or termination of the contract or (ii) disposal or return of the IT equipment by the contractor/subcontractor or any person acting on behalf of the contractor/subcontractor, whichever is earlier. Media (hard drives, optical disks, CDs, back-up tapes, etc.) used by the contractors/ subcontractors that contain VA information must be returned to the VA for sanitization or destruction or the contractor/subcontractor

must self-certify that the media has been disposed of per 6500.1 requirements. This must be completed within 30 days of termination of the contract.

h. Bio-Medical devices and other equipment or systems containing media (hard drives, optical disks, etc.) with VA sensitive information must not be returned to the vendor at the end of lease, for trade-in, or other purposes. The options are:

- (1) Vendor must accept the system without the drive;
- (2) VA's initial medical device purchase includes a spare drive which must be installed in place of the original drive at time of turn-in; or
- (3) VA must reimburse the company for media at a reasonable open market replacement cost at time of purchase.
- (4) Due to the highly specialized and sometimes proprietary hardware and software associated with medical equipment/systems, if it is not possible for the VA to retain the hard drive, then;
  - (a) The equipment vendor must have an existing BAA if the device being traded in has sensitive information stored on it and hard drive(s) from the system are being returned physically intact; and
  - (b) Any fixed hard drive on the device must be non-destructively sanitized to the greatest extent possible without negatively impacting system operation. Selective clearing down to patient data folder level is recommended using VA approved and validated overwriting technologies/methods/tools. Applicable media sanitization specifications need to be pre-approved and described in the purchase order or contract.
  - (c) A statement needs to be signed by the Director (System Owner) that states that the drive could not be removed and that (a) and (b) controls above are in place and completed. The ISO needs to maintain the documentation.

## **6. SECURITY INCIDENT INVESTIGATION**

- a. The term "security incident" means an event that has, or could have, resulted in unauthorized access to, loss or damage to VA assets, or sensitive information, or an action that breaches VA security procedures. The contractor/ subcontractor shall immediately notify the COR and simultaneously, the designated ISO and Privacy Officer for the contract of any known or suspected security/privacy incidents, or any unauthorized disclosure of sensitive information, including that contained in system(s) to which the contractor/ subcontractor has access.
- b. To the extent known by the contractor/subcontractor, the contractor/ subcontractor's notice to VA shall identify the information involved, the circumstances surrounding the incident (including to whom, how, when, and where the VA information or assets were placed at risk or compromised), and any other information that the contractor/subcontractor considers relevant.
- c. With respect to unsecured protected health information, the business associate is deemed to have discovered a data breach when the business associate knew or should have known of a breach of such information. Upon discovery, the business associate must notify the covered entity of the breach. Notifications need to be made in accordance with the executed business associate agreement.
- d. In instances of theft or break-in or other criminal activity, the contractor/subcontractor must concurrently report the incident to the appropriate law enforcement entity (or entities) of jurisdiction, including the VA OIG and Security and Law Enforcement. The contractor, its employees, and its subcontractors and their employees shall cooperate with VA and any law enforcement authority responsible for the investigation and prosecution of any possible criminal law violation(s) associated with any incident. The contractor/subcontractor shall cooperate with VA in any civil

litigation to recover VA information, obtain monetary or other compensation from a third party for damages arising from any incident, or obtain injunctive relief against any third party arising from, or related to, the incident.

## **7. LIQUIDATED DAMAGES FOR DATA BREACH**

a. Consistent with the requirements of 38 U.S.C. 5725, a contract may require access to sensitive personal information. If so, the contractor is liable to VA for liquidated damages in the event of a data breach or privacy incident involving any SPI the contractor/subcontractor processes or maintains under this contract.

b. The contractor/subcontractor shall provide notice to VA of a "security incident" as set forth in the Security Incident Investigation section above. Upon such notification, VA must secure from a non-Department entity or the VA Office of Inspector General an independent risk analysis of the data breach to determine the level of risk associated with the data breach for the potential misuse of any sensitive personal information involved in the data breach. The term 'data breach' means the loss, theft, or other unauthorized access, or any access other than that incidental to the scope of employment, to data containing sensitive personal information, in electronic or printed form, that results in the potential compromise of the confidentiality or integrity of the data. Contractor shall fully cooperate with the entity performing the risk analysis. Failure to cooperate may be deemed a material breach and grounds for contract termination.

c. Each risk analysis shall address all relevant information concerning the data breach, including the following:

- (1) Nature of the event (loss, theft, unauthorized access);
- (2) Description of the event, including:
  - (a) date of occurrence;
  - (b) data elements involved, including any PII, such as full name, social security number, date of birth, home address, account number, disability code;
- (3) Number of individuals affected or potentially affected;
- (4) Names of individuals or groups affected or potentially affected;
- (5) Ease of logical data access to the lost, stolen or improperly accessed data in light of the degree of protection for the data, e.g., unencrypted, plain text;
- (6) Amount of time the data has been out of VA control;
- (7) The likelihood that the sensitive personal information will or has been compromised (made accessible to and usable by unauthorized persons);
- (8) Known misuses of data containing sensitive personal information, if any;
- (9) Assessment of the potential harm to the affected individuals;
- (10) Data breach analysis as outlined in 6500.2 Handbook, Management of Security and Privacy Incidents, as appropriate; and
- (11) Whether credit protection services may assist record subjects in avoiding or mitigating the results of identity theft based on the sensitive personal information that may have been compromised.

d. Based on the determinations of the independent risk analysis, the contractor shall be responsible for paying to the VA liquidated damages in the amount of per affected individual to cover the cost of providing credit protection services to affected individuals consisting of the following:

- (1) Notification;
- (2) One year of credit monitoring services consisting of automatic daily monitoring of at least 3 relevant credit bureau reports;
- (3) Data breach analysis;

(4) Fraud resolution services, including writing dispute letters, initiating fraud alerts and credit freezes, to assist affected individuals to bring matters to resolution;

(5) One year of identity theft insurance with \$20,000.00 coverage at \$0 deductible; and

(6) Necessary legal expenses the subjects may incur to repair falsified or damaged credit records, histories, or financial affairs.

#### 8. SECURITY CONTROLS COMPLIANCE TESTING

On a periodic basis, VA, including the Office of Inspector General, reserves the right to evaluate any or all of the security controls and privacy practices implemented by the contractor under the clauses contained within the contract. With 10 working-day's notice, at the request of the government, the contractor must fully cooperate and assist in a government-sponsored security controls assessment at each location wherein VA information is processed or stored, or information systems are developed, operated, maintained, or used on behalf of VA, including those initiated by the Office of Inspector General. The government may conduct a security control assessment on shorter notice (to include unannounced assessments) as determined by VA in the event of a security incident or at any other time.

#### 9. TRAINING

a. All contractor employees and subcontractor employees requiring access to VA information and VA information systems shall complete the following before being granted access to VA information and its systems:

(1) Sign and acknowledge (either manually or electronically) understanding of and responsibilities for compliance with the Contractor Rules of Behavior, Appendix E relating to access to VA information and information systems;

(2) Successfully complete the VA Cyber Security Awareness and Rules of Behavior training and annually complete required security training;

(3) Successfully complete the appropriate VA privacy training and annually complete required privacy training; and

(4) Successfully complete any additional cyber security or privacy training, as required for VA personnel with equivalent information system access [to be defined by the VA program official and provided to the contracting officer for inclusion in the solicitation document - e.g., any role-based information security training required in accordance with NIST Special Publication 800-16, Information Technology Security Training Requirements.]

b. The contractor shall provide to the contracting officer and/or the COR a copy of the training certificates and certification of signing the Contractor Rules of Behavior for each applicable employee within 1 week of the initiation of the contract and annually thereafter, as required.

c. Failure to complete the mandatory annual training and sign the Rules of Behavior annually, within the timeframe required, is grounds for suspension or termination of all physical or electronic access privileges and removal from work on the contract until such time as the training and documents are complete.

(End of Clause)

## **SECTION C - CONTRACT CLAUSES**

### **C.1 FSS RFQ INTRODUCTORY LANGUAGE**

The terms and conditions of the contractor's FSS contract (including any contract modifications) apply to all Blanket Purchase Agreements (BPA) and task or delivery orders issued under the contract as a result of this RFQ. When a lower price has been established, or when the delivery terms, FOB terms, or ordering requirements have been modified by the BPA or task/delivery order, those modified terms will apply to all purchases made pursuant to it and take precedence over the FSS contract. Any unique terms and conditions of a BPA or order issued under the contract that are not a part of the applicable FSS contract will govern. In the event of an inconsistency between the terms and conditions of a BPA or task/delivery order and the Contractor's FSS terms, other than those identified above, the terms of the FSS contract will take precedence.

### **C.2 FAR 52.217-8 OPTION TO EXTEND SERVICES (NOV 1999)**

The Government may require continued performance of any services within the limits and at the rates specified in the contract. These rates may be adjusted only as a result of revisions to prevailing labor rates provided by the Secretary of Labor. The option provision may be exercised more than once, but the total extension of performance hereunder shall not exceed 6 months. The Contracting Officer may exercise the option by written notice to the Contractor within 15 days of contract expiration.

(End of Clause)

### **C.3 FAR 52.217-9 OPTION TO EXTEND THE TERM OF THE CONTRACT (MAR 2000)**

(a) The Government may extend the term of this contract by written notice to the Contractor within 15 days of expiration; provided that the Government gives the Contractor a preliminary written notice of its intent to extend at least 30 days before the contract expires. The preliminary notice does not commit the Government to an extension.

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

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

(End of Clause)

### **C.4 VAAR 852.212-70 PROVISIONS AND CLAUSES APPLICABLE TO VA ACQUISITION OF COMMERCIAL ITEMS (APR 2020)**

(a) The Contractor agrees to comply with any provision or clause that is incorporated herein by reference to implement agency policy applicable to acquisition of commercial items or components. The following provisions and clauses that have been checked by the Contracting Officer are incorporated by reference.

☒ 852.203–70, Commercial Advertising.

☐ 852.209–70, Organizational Conflicts of Interest.

☐ 852.211–70, Equipment Operation and Maintenance Manuals.

☐ 852.214–71, Restrictions on Alternate Item(s).

☐ 852.214–72, Alternate Item(s). [Note: this is a fillable clause.]

☐ 852.214–73, Alternate Packaging and Packing.

☐ 852.214–74, Marking of Bid Samples.

☒ 852.215–70, Service-Disabled Veteran-Owned and Veteran-Owned Small Business Evaluation Factors.

☒ 852.215–71, Evaluation Factor Commitments.

☐ 852.216–71, Economic Price Adjustment of Contract Price(s) Based on a Price Index.

☐ 852.216–72, Proportional Economic Price Adjustment of Contract Price(s) Based on a Price Index.

☐ 852.216–73, Economic Price Adjustment—State Nursing Home Care for Veterans.

☐ 852.216–74, Economic Price Adjustment—Medicaid Labor Rates.

☐ 852.216–75, Economic Price Adjustment—Fuel Surcharge.

☐ 852.219–9, VA Small Business Subcontracting Plan Minimum Requirements.

☐ 852.219–10, VA Notice of Total Service-Disabled Veteran-Owned Small Business Set-Aside.

☐ 852.219–11, VA Notice of Total Veteran-Owned Small Business Set-Aside.

☐ 852.222–70, Contract Work Hours and Safety Standards—Nursing Home Care for Veterans.

☐ 852.228–70, Bond Premium Adjustment.

☐ 852.228–71, Indemnification and Insurance.

☐ 852.228–72, Assisting Service-Disabled Veteran-Owned and Veteran-Owned Small Businesses in Obtaining Bonds.

☒ 852.232–72, Electronic Submission of Payment Requests.

☒ 852.233–70, Protest Content/Alternative Dispute Resolution.

☒ 852.233–71, Alternate Protest Procedure.

☐ 852.237–70, Indemnification and Medical Liability Insurance.

☐ 852.246–71, Rejected Goods.

☐ 852.246–72, Frozen Processed Foods.

☐ 852.246–73, Noncompliance with Packaging, Packing, and/or Marking Requirements.

☒ 852.270–1, Representatives of Contracting Officers.

☐ 852.271–72, Time Spent by Counselee in Counseling Process.

☐ 852.271–73, Use and Publication of Counseling Results.

☐ 852.271–74, Inspection.

☐ 852.271–75, Extension of Contract Period.

☐ 852.273–70, Late Offers.

☐ 852.273–71, Alternative Negotiation Techniques.

☐ 852.273–72, Alternative Evaluation.

☐ 852.273–73, Evaluation—Health-Care Resources.

☐ 852.273–74, Award without Exchanges.

(b) All requests for quotations, solicitations, and contracts for commercial item services to be provided to beneficiaries must include the following clause:

☐ 852.237–74, Nondiscrimination in Service Delivery.

(End of Clause)

## **C.5 VAAR 852.219-74 LIMITATIONS ON SUBCONTRACTING—MONITORING AND COMPLIANCE (JUL 2018)**

(a) This solicitation includes FAR 52.219-6, Notice of Total Small Business Set-aside.

(b) Accordingly, any contract resulting from this solicitation is subject to the limitation on subcontracting requirements in 13 CFR 125.6, or the limitations on subcontracting requirements in the FAR clause, as applicable. The Contractor is advised that in

performing contract administration functions, the Contracting Officer may use the services of a support contractor(s) retained by VA to assist in assessing the Contractor's compliance with the limitations on subcontracting or percentage of work performance requirements specified in the clause. To that end, the support contractor(s) may require access to Contractor's offices where the Contractor's business records or other proprietary data are retained and to review such business records regarding the Contractor's compliance with this requirement.

(c) All support contractors conducting this review on behalf of VA will be required to sign an "Information Protection and Non-Disclosure and Disclosure of Conflicts of Interest Agreement" to ensure the Contractor's business records or other proprietary data reviewed or obtained in the course of assisting the Contracting Officer in assessing the Contractor for compliance are protected to ensure information or data is not improperly disclosed or other impropriety occurs.

(d) Furthermore, if VA determines any services the support contractor(s) will perform in assessing compliance are advisory and assistance services as defined in FAR 2.101, Definitions, the support contractor(s) must also enter into an agreement with the Contractor to protect proprietary information as required by FAR 9.505-4, Obtaining access to proprietary information, paragraph (b). The Contractor is required to cooperate fully and make available any records as may be required to enable the Contracting Officer to assess the Contractor's compliance with the limitations on subcontracting or percentage of work performance requirement.

(End of Clause)

## **C.6 VAAR 852.219-75 SUBCONTRACTING COMMITMENTS MONITORING AND COMPLIANCE (JUL 2018)**

(a) This solicitation includes the clause: 852.215-70 Service-disabled veteran-owned and veteran-owned small business evaluation factors. Accordingly, any contract resulting from this solicitation will include the clause 852.215-71 Evaluation factor commitments.

(b) The Contractor is advised that in performing contract administration functions, the Contracting Officer may use the services of a support contractor(s) to assist in assessing Contractor compliance with the subcontracting commitments incorporated into the contract. To that end, the support contractor(s) may require access to the Contractor's business records or other proprietary data to review such business records regarding contract compliance with this requirement.

(c) All support contractors conducting this review on behalf of VA will be required to sign an "Information Protection and Non-Disclosure and Disclosure of Conflicts of Interest Agreement" to ensure the Contractor's business records or other proprietary data reviewed or obtained in the course of assisting the Contracting Officer in assessing the Contractor for compliance are protected to ensure information or data is not improperly disclosed or other impropriety occurs.

(d) Furthermore, if VA determines any services the support contractor(s) will perform in assessing compliance are advisory and assistance services as defined in FAR 2.101, Definitions, the support contractor(s) must also enter into an agreement with the Contractor to protect proprietary information as required by FAR 9.505-4, Obtaining access to proprietary information, paragraph (b). The Contractor is required to cooperate fully and make available any records as may be required to enable the Contracting Officer to assess the Contractor compliance with the subcontracting commitments.

(End of Clause)

**C.7 VAAR 852.237-75 KEY PERSONNEL (OCT 2019)**

The key personnel specified in this contract are considered to be essential to work performance. At least 30 days prior to the Contractor voluntarily diverting any of the specified individuals to other programs or contracts the Contractor shall notify the Contracting Officer and shall submit a justification for the diversion or replacement and a request to replace the individual. The request must identify the proposed replacement and provide an explanation of how the replacement's skills, experience, and credentials meet or exceed the requirements of the contract. If the employee of the Contractor is terminated for cause or separates from the contractor voluntarily with less than thirty days notice, the Contractor shall provide the maximum notice practicable under the circumstances. The Contractor shall not divert, replace, or announce any such change to key personnel without the written consent of the Contracting Officer. The contract will be modified to add or delete key personnel as necessary to reflect the agreement of the parties.

(End of Clause)

**C.8 VAAR 852.242-71 ADMINISTRATIVE CONTRACTING OFFICER (OCT 2020)**

The Contracting Officer reserves the right to designate an Administrative Contracting Officer (ACO) for the purpose of performing certain tasks/duties in the administration of the contract. Such designation will be in writing through an ACO Letter of Delegation and will identify the responsibilities and limitations of the ACO. A copy of the ACO Letter of Delegation will be furnished to the Contractor.

(End of Clause)

**C.9 MANDATORY WRITTEN DISCLOSURES**

Mandatory written disclosures required by FAR clause 52.203-13 to the Department of Veterans Affairs, Office of Inspector General (OIG) must be made electronically through the VA OIG Hotline at <http://www.va.gov/oig/contacts/hotline.asp> and clicking on "FAR clause 52.203-13 Reporting." If you experience difficulty accessing the website, call the Hotline at 1-800-488-8244 for further instructions.

(End of Addendum to 52.212-4)



**SECTION D - CONTRACT DOCUMENTS, EXHIBITS, OR ATTACHMENTS**

- D.1 Attachment A Overcoming Stigma Outreach Plan
- D.2 Attachment B Operating Procedures for Social Media
- D.3 Attachment C *Reserved*
- D.4 Attachment D Question Template
- D.5 Attachment E Past Performance Questionnaire
- D.6 Attachment F Level of Effort and Labor Mix

## SECTION E - SOLICITATION PROVISIONS

### E.1 ADDENDUM TO FAR 52.212-1 INSTRUCTIONS TO OFFERORS— COMMERCIAL ITEMS

Provisions that are incorporated by reference (by Citation Number, Title, and Date), have the same force and effect as if they were given in full text. Upon request, the Contracting Officer will make their full text available.

The following provisions are incorporated into 52.212-1 as an addendum to this solicitation:

### E.2 QUOTE SUBMISSION INSTRUCTIONS

In addition to information provided by FAR Clause 52.212-1, the following instructions apply:

- a) All quote questions and quote submissions shall be submitted via email to the Contracting Officer (CO) and the Contract Specialist (CS) at [Carey.Kauzlarich@va.gov](mailto:Carey.Kauzlarich@va.gov) and [Anthony.Zibolski@va.gov](mailto:Anthony.Zibolski@va.gov). Submissions not including “36C10X22Q0181” in the email subject line may not be considered.
- b) All questions shall be submitted using the template provided as Attachment D on or before July 29, 2022, at 2:30 PM Eastern. Any questions received after the due date may not be answered.
- c) Quotes shall be submitted on or before the date and time listed on 1449 block 8. Amendments to this solicitation will be posted to GSA eBuy. Copies of the amendments will NOT be individually mailed or sent via emails. No other notification of amendments will be provided. Respondents are advised that they are responsible for obtaining and acknowledging any amendments to the solicitation.

**2. QUOTE FILES:** Quotes shall be submitted in accordance with the following instructions:

#### 1. Format:

a. Submissions shall be clearly indexed and logically assembled. This means that each volume should reflect the requirements of the PWS in a way that is easy to review and comprehend. This may be done by writing each section of the quote to coincide with each section of the PWS in the same order. Each volume shall be clearly identified and shall begin at the top of a page. All pages of each volume shall be appropriately numbered and identified by the complete company name, date and solicitation number in the header and/or footer.

b. Quote page limitations are applicable to this procurement. The table below indicates the maximum page count (when applicable) for each volume of the Respondent’s quote. All files will be submitted as a Microsoft Excel (.XLS),

Microsoft Word (.doc, .docx), or Acrobat (PDF) file or compatible as indicated in the table. Page size shall be no greater than 8 1/2" x 11". The top, bottom, left and right margins shall be a minimum of one inch each. Font size shall be no smaller than 12-point. Times New Roman fonts are required. Characters shall be set at no less than normal spacing and 100% scale. Tables and illustrations may use a reduced font size not less than 8-point and may be landscape. Line spacing shall be set at no less than single space. Each paragraph shall be separated by at least one blank line. Page numbers, company logos, and headers and footers may be within the page margins ONLY and are not bound by the 12-point font requirement. Footnotes to text shall not be used. The use of hyperlinks in quotes is prohibited, unless as instructed in Volume I.

c. If the respondent submits annexes, documentation, attachments, or the like, not specifically required by this solicitation, such will count against the offeror's page limitations unless otherwise indicated in the specific Volume instructions below. Pages in violation of these instructions, either by exceeding the margin, font, or spacing restrictions or by exceeding the total page limit for a particular volume, will not be evaluated. Pages not evaluated due to violation of the margin, font or spacing restrictions will not count against the page limitations. The page count will be determined by counting the pages in the order they appear in the print layout view.

d. All pricing shall be extended only two (2) decimal places for all files.

## 2. File Packaging:

File Packaging: Quote files may not be compressed (zipped) into one file; the quote files shall be submitted individually.

## 3. Content Requirements:

All information shall be confined to the appropriate file. Respondents shall confine submissions to essential matters, sufficient to define the quote and provide an adequate basis for evaluation. Respondents are responsible for including sufficient details, in a concise manner, to permit a complete and accurate evaluation of each quote.

A. Quotes submitted in response to this solicitation shall contain the following in separate volumes:

Volume Number	Factor	File Name	Page Limitations
Volume I	Technical Approach	[RESPONDENT NAME]Technical.doc/pdf	<b>15 pages</b> , excluding the following for <b>Portfolio of Diverse Sample Products</b> – Print Products (no more than 5 pages), five active web URLs (on a single page), two communication strategies (no more than 25

			pages), key personnel summary (equal to or less than one page per individual)
Volume II	Corporate Experience	[RESPONDENT NAME]CorpExp.doc/pdf	<b>5 pages</b>
Volume III	Past Performance	[RESPONDENT NAME]PastPerf.doc/pdf	<b>4-page narrative</b> (References will provide the questionnaire to the Government. Provide no more than three (3) PPQs. PPQs will not be included in page limitation.)
Volume IV	Socio-Economic Considerations	[RESPONDENT NAME]Socio.doc/pdf	<b>3 pages</b> (Teaming or mentor-protégé agreements do not count towards page limitations.)
Volume V	Price	[RESPONDENT NAME] – B.3 Price/Cost Schedule doc/pdf  Attachment F.xls	<b>None</b>
Volume VI	SF1449, Amendments & Other Documents	[RESPONDENT NAME].[ext.]	<b>None</b>

The cover page, table of contents, and/or a glossary of abbreviations or acronyms will not be included in the page count of any Volume.

## 1. VOLUME I: TECHNICAL APPROACH

Under no circumstances shall any pricing be included in the Technical Approach. The Technical Approach shall address in detail how the respondent proposes to accomplish each of the Performance Work Statement (PWS) tasks and provide an appropriate work breakdown structure. In addition to providing a detailed technical approach, respondents shall submit information that describes the following:

- (1) The Respondent's understanding of the work, and its proposed technical approach reflecting its strategy for meeting the desired objectives and outcomes.
- (2) The Respondent's understanding and experience related to specific methods and techniques for completing each discrete task.
- (3) The Respondent's management plan which shall include an appropriate overall organizational structure that clearly delineates the responsibilities, lines of authority, and proposed staff levels.

- (4) The Respondent's communication mechanism that is proposed to ensure effective coordination and timely management of activities to be conducted under the contract, including how the work will be managed and distributed between any proposed subcontractors/consultants.
- (5) The Respondent's plan to address anticipated/potential problem areas, including solutions to problems and future integration of new processes and technology enhancements.
- (6) Portfolio of Diverse Sample Products: Respondents shall submit a portfolio of sample products to include print products (no more than five pages); five active web URLs (on one page); two URL links to commercial-grade quality videos for use on linear/broadcast/cable TV and three URL links to commercial-grade quality videos for use on digital-type platforms (social, digital out of home, web) (on one page); and, two communication strategies used in the past, including associated metrics to measure success (no more than 25 pages) as it relates to mental health. Clearly state whether the sample products were created by the prime contractor or a proposed subcontractor.
- (7) The Respondent's proposed key personnel as identified under Section B.3 PERFORMANCE WORK STATEMENT, paragraph 11.1 KEY PERSONNEL.

## **2. VOLUME II: CORPORATE EXPERIENCE FACTOR**

The Respondent shall detail corporate experience in performing multiple, simultaneous public health/mental health communication awareness and education efforts and campaigns and demonstrate a basic understanding of the philosophies informing public health communication such as the ecological perspective, change orientation, and audience-centered philosophy. Experience should be the same or similar to the services requested by the government. This detail shall include specific Government and/or commercial efforts at a national or larger level that were performed by the company in the areas of mental health awareness, Veteran mental health issues (MST, TBI, etc.), serious mental illness including bi-polar and schizophrenia or other mental health conditions such as depression, anxiety, and substance use disorder. Furthermore, Respondents must provide substantial, verifiable experience and evidence of conducting multiple, simultaneous public awareness and/or outreach campaigns with successful, measurable outcomes in impacting national audiences around mental health topics. Evidence of online ad purchasing is not considered acceptable for this requirement as national level public health outreach/education campaigns must employ a variety of platforms, techniques, and strategies as it relates to mental health topics. The details shall include the length of time for each specific Government and/or commercial effort. Clearly state whether the data is for the prime or subcontractor.

## **3. VOLUME III: PAST PERFORMANCE FACTOR**

Respondents may submit a narrative detailing up to three (3) contracts (to include prime contracts, task/delivery orders, and/or major subcontracts) in performance during the past three (3) years from the date of issuance of the final solicitation, which are relevant to the efforts required by the RFQ. Areas of relevance include all objectives addressed in the PWS.

Data concerning the prime contractor shall be provided first, followed by each proposed major subcontractor, if applicable, in alphabetical order. **Clearly state whether the data is for the prime or subcontractor.** This volume shall be organized into the following sections:

- 1) Section 1 - Contract Descriptions
  - a. Contractor/subcontractor place of performance, Commercial and Government Entity (CAGE) Code, Data Universal Numbering System (DUNS) number, and North American Industry Classification system (NAICS) number. Identify if the work was performed as a subcontractor, also provide the name of the prime contractor and point of contact (POC) within the prime contractor organization (name, current address, e-mail address, and telephone and fax numbers);
  - b. Government Contracting/Private Industry activity and current address and Procuring CO's name, e-mail address, and telephone numbers;
  - c. Contract number;
  - d. Delivery Order Numbers (Indefinite Delivery type contracts, General Services Administration (GSA) contracts, and Blanket Purchase Agreements (BPA));
  - e. Contract Type (specific type such as FFP, Cost Reimbursement, Time and Materials (T&M), etc.). In the case of Indefinite Delivery contracts, indicate specific type (Requirements, Definite Quantity, and Indefinite Quantity) and secondary contract type (FFP, Cost Reimbursement, T&M, etc.);
  - f. Awarded price/cost;
  - g. Final or projected final price/cost;
  - h. Original delivery schedule, including dates of start and completion of work, by phase, in accordance with the overall management plan; and
  - i. Final or projected final delivery schedule, including dates of start and completion of work, by phase, in accordance with the overall management plan.
- 2) Section 2 – Contract Description
 

Contractors shall provide a specific narrative explanation of each contract listed in Section 1, describing the objectives achieved and detailing how the effort is relevant to the requirements of this RFQ (i.e., similar size, scope, and complexity.) For any contracts/task orders that did not/do not meet original cost, schedule, or technical performance requirements, provide a brief explanation of the reasons for the shortcomings and any corrective actions taken to avoid recurrence. The contractor shall list each time the delivery schedule was revised and provide an explanation of why the revision was necessary. The contractor shall indicate if any of the contracts listed were terminated and the reasons for the termination.
- 3) Section 3 – Subcontracts
 

Respondents shall provide an outline of how the effort required by the RFQ will be assigned for performance within the contractor's corporate entity and among the proposed subcontractors, if applicable. The information provided for the prime contractor and each proposed major subcontractor shall include the entire company name, company address, CAGE code, DUNS number, socioeconomic status, and type of work to be performed by citing the applicable Government PWS section number.
- 4) Section 4 - New Corporate Entities
 

New corporate entities may submit data on prior contracts involving its officers and key personnel. In addition to the other requirements in this section, the contractor shall discuss in detail the role performed by such persons in the prior

contracts cited. Information should be included in the files described in the sections above.

Complete PPQs: The Government will accept no more than three (3) PPQs (Included as Attachment E to the RFQ). The contractor shall distribute the PPQ found in the RFQ to the POC for each of the past performance references found in the above-mentioned narrative. The Government will accept a maximum of three (3) completed PPQs; i.e., only one completed PPQ per reference. The Respondent shall instruct the POC at the referenced entity to return a copy of the completed PPQ **directly** to the Contracting Officer and Contract Specialist via email to [Carey.Kauzlarich@va.gov](mailto:Carey.Kauzlarich@va.gov) and [Anthony.Zibolski@va.gov](mailto:Anthony.Zibolski@va.gov) no later than the closing date specified on the SF 1449, Block 8 (inclusive of any closing date extensions granted via amendment). The Government may also consider past performance information obtained through other sources. Past performance information will be utilized to determine the quality of the contractor's past performance as it relates to the probability of success of the required effort. The Government may use information provided by the Respondent in their quote submission, information in both Government and commercial databases, and other available information that VA determines is reasonable. If the Respondent has no relevant past performance, it shall affirmatively state that it possesses no relevant past performance.

#### **4. VOLUME IV: SOCIO-ECONOMIC CONSIDERATIONS FACTOR**

Respondents shall submit documentation demonstrating their socioeconomic status.

The order of preference will be:

- a) Service-Disabled Veteran-Owned Small Business (SDVOSB)
- b) Veteran-Owned Small Business (VOSB)
- c) Non-Veteran Owned business proposing to utilize SDVOSBs or VOSBs as subcontractors

1) Substantiating documents such as teaming agreements, mentor protégé agreements, and the like must be submitted with the quote. To receive credit as an SDVOSB or VOSB, and contractor must be registered and verified in the VetBiz.gov Vendor Information Pages (VIP) database at [www.vetbiz.gov](http://www.vetbiz.gov) at the time of award, in accordance with Veterans Affairs Acquisition Regulation (VAAR) 852.215-70 and registered in Central Contractor Registration (CCR) as required by 48 CFR Subpart 4.11, to be eligible to participate in VA VOSB prime contracting and subcontracting opportunities programs to receive new contract awards.

2) Non-Veteran Owned contractors must state in their quotes the names of the SDVOSBs and VOSBs with whom they intend to subcontract and provide a brief description of the proposed subcontracts and the approximate dollar values of the proposed subcontracts. In addition, the proposed subcontractors must be registered in CCR as required by 48 CFR Subpart 4.11, to be eligible to participate in VA VOSB prime contracting and subcontracting opportunities programs to receive new contract awards.

3) To the maximum extent feasible, the contractor and any subcontractors shall comply with VA's VOSB, SDVOSB, socioeconomic, and other small business goals, including, but not limited to, 38 U.S.C. §8127.

4) The Respondent shall agree, if awarded a contract, to use the SDVOSB or VOSBs proposed as subcontractors or to substitute one (1) or more SDVOSBs or VOSBs for subcontract work of the same or similar value.

## **5. VOLUME V: PRICE**

Schedule holders shall submit a completed Price Schedule (Section B.4 Price/Cost Schedule of the solicitation) along with Attachment F – Level of Effort and Labor Mix Spreadsheet. Respondents shall provide fixed hourly rates for each labor category. The respondent shall provide a single price (hourly rate) for each labor category for the base and all option periods. The hourly rates proposed must be equal to or less than the applicable GSA schedule pricing. The resultant task order may include line items for other direct costs (ODCs) or travel as necessary to accomplish the work under that task order as permitted by the respective GSA schedule contract. Contractors are encouraged to offer discounts to their GSA schedule rates.

As the respondent will purchase significant amounts of media placements throughout the period of performance across a variety of platforms, respondents shall submit documentation from a financial institution demonstrating a secured line of credit or capital that ensures financial stability in meeting the requirements of the contract.

The GSA pricing schedule for each contractor represented in the quote is a requirement and shall be included within Price Volume.

## **6. VOLUME VI - SF1449, AMENDMENTS & OTHER DOCUMENTS**

The following shall be included in this volume:

- (1) Signed SF 1449 and amendment(s), if any. An authorized official of the prime contractor shall sign the SF 1449, amendment(s) and all certifications requiring signature. Only original signatures will be accepted. Typed signatures will not be accepted. An Acrobat PDF file shall be created to capture the signatures for submission.
- (2) Any proposed terms and conditions and/or assumptions upon which the quote is predicated. Respondents are hereby advised that any Respondent-imposed terms and conditions and/or assumptions which deviate from the Government's material terms and conditions established by the solicitation, may render the Respondent's quote Unacceptable; thereby, ineligible for award.

(End of Addendum to 52.212-1)



### **E.3 52.204-24 REPRESENTATION REGARDING CERTAIN TELECOMMUNICATIONS AND VIDEO SURVEILLANCE SERVICES OR EQUIPMENT (NOV 2021)**

The Offeror shall not complete the representation at paragraph (d)(1) of this provision if the Offeror has represented that it “does not provide covered telecommunications equipment or services as a part of its offered products or services to the Government in the performance of any contract, subcontract, or other contractual instrument” in paragraph (c)(1) in the provision at 52.204–26, Covered Telecommunications Equipment or Services—Representation, or in paragraph (v)(2)(i) of the provision at 52.212–3, Offeror Representations and Certifications—Commercial Products and Commercial Services. The Offeror shall not complete the representation in paragraph (d)(2) of this provision if the Offeror has represented that it “does not use covered telecommunications equipment or services, or any equipment, system, or service that uses covered telecommunications equipment or services” in paragraph (c)(2) of the provision at 52.204–26, or in paragraph (v)(2)(ii) of the provision at 52.212–3.

(a) *Definitions.* As used in this provision—

*Backhaul, covered telecommunications equipment or services, critical technology, interconnection arrangements, reasonable inquiry, roaming, and substantial or essential component* have the meanings provided in the clause 52.204–25, Prohibition on Contracting for Certain Telecommunications and Video Surveillance Services or Equipment.

(b) *Prohibition.* (1) Section 889(a)(1)(A) of the John S. McCain National Defense Authorization Act for Fiscal Year 2019 (Pub. L. 115–232) prohibits the head of an executive agency on or after August 13, 2019, from procuring or obtaining, or extending or renewing a contract to procure or obtain, any equipment, system, or service that uses covered telecommunications equipment or services as a substantial or essential component of any system, or as critical technology as part of any system. Nothing in the prohibition shall be construed to—

(i) Prohibit the head of an executive agency from procuring with an entity to provide a service that connects to the facilities of a third-party, such as backhaul, roaming, or interconnection arrangements; or

(ii) Cover telecommunications equipment that cannot route or redirect user data traffic or cannot permit visibility into any user data or packets that such equipment transmits or otherwise handles.

(2) Section 889(a)(1)(B) of the John S. McCain National Defense Authorization Act for Fiscal Year 2019 (Pub. L. 115–232) prohibits the head of an executive agency on or after August 13, 2020, from entering into a contract or extending or renewing a contract with an entity that uses any equipment, system, or service that uses covered telecommunications equipment or services as a substantial or essential component of any system, or as critical technology as part of any system. This prohibition applies to the use of covered telecommunications equipment or services, regardless of whether that use is in performance of work under a Federal contract. Nothing in the prohibition shall be construed to—

(i) Prohibit the head of an executive agency from procuring with an entity to provide a service that connects to the facilities of a third-party, such as backhaul, roaming, or interconnection arrangements; or

(ii) Cover telecommunications equipment that cannot route or redirect user data traffic or cannot permit visibility into any user data or packets that such equipment transmits or otherwise handles.

(c) *Procedures*. The Offeror shall review the list of excluded parties in the System for Award Management (SAM) (<https://www.sam.gov>) for entities excluded from receiving federal awards for “covered telecommunications equipment or services.”

(d) *Representations*. The Offeror represents that—

(1) It [ ] will, [ ] will not provide covered telecommunications equipment or services to the Government in the performance of any contract, subcontract or other contractual instrument resulting from this solicitation. The Offeror shall provide the additional disclosure information required at paragraph (e)(1) of this section if the Offeror responds “will” in paragraph (d)(1) of this section; and

(2) After conducting a reasonable inquiry, for purposes of this representation, the Offeror represents that—

It [ ] does, [ ] does not use covered telecommunications equipment or services, or use any equipment, system, or service that uses covered telecommunications equipment or services. The Offeror shall provide the additional disclosure information required at paragraph (e)(2) of this section if the Offeror responds “does” in paragraph (d)(2) of this section.

(e) *Disclosures*. (1) Disclosure for the representation in paragraph (d)(1) of this provision. If the Offeror has responded “will” in the representation in paragraph (d)(1) of this provision, the Offeror shall provide the following information as part of the offer:

(i) For covered equipment—

(A) The entity that produced the covered telecommunications equipment (include entity name, unique entity identifier, CAGE code, and whether the entity was the original equipment manufacturer (OEM) or a distributor, if known);

(B) A description of all covered telecommunications equipment offered (include brand; model number, such as OEM number, manufacturer part number, or wholesaler number; and item description, as applicable); and

(C) Explanation of the proposed use of covered telecommunications equipment and any factors relevant to determining if such use would be permissible under the prohibition in paragraph (b)(1) of this provision.

(ii) For covered services—

(A) If the service is related to item maintenance: A description of all covered telecommunications services offered (include on the item being maintained: Brand; model number, such as OEM number, manufacturer part number, or wholesaler number; and item description, as applicable); or

(B) If not associated with maintenance, the Product Service Code (PSC) of the service being provided; and explanation of the proposed use of covered telecommunications services and any factors relevant to determining if such use would be permissible under the prohibition in paragraph (b)(1) of this provision.

(2) Disclosure for the representation in paragraph (d)(2) of this provision. If the Offeror has responded “does” in the representation in paragraph (d)(2) of this provision, the Offeror shall provide the following information as part of the offer:

(i) For covered equipment—

(A) The entity that produced the covered telecommunications equipment (include entity name, unique entity identifier, CAGE code, and whether the entity was the OEM or a distributor, if known);

(B) A description of all covered telecommunications equipment offered (include brand; model number, such as OEM number, manufacturer part number, or wholesaler number; and item description, as applicable); and

(C) Explanation of the proposed use of covered telecommunications equipment and any factors relevant to determining if such use would be permissible under the prohibition in paragraph (b)(2) of this provision.

(ii) For covered services—

(A) If the service is related to item maintenance: A description of all covered telecommunications services offered (include on the item being maintained: Brand; model number, such as OEM number, manufacturer part number, or wholesaler number; and item description, as applicable); or

(B) If not associated with maintenance, the PSC of the service being provided; and explanation of the proposed use of covered telecommunications services and any factors relevant to determining if such use would be permissible under the prohibition in paragraph (b)(2) of this provision.

(End of Provision)

#### **E.4 FAR 52.216-1 TYPE OF CONTRACT (APR 1984)**

The Government contemplates award of a firm-fixed price contract resulting from this solicitation.

(End of Provision)

#### **E.5 FAR 52.233-2 SERVICE OF PROTEST (SEP 2006)**

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 Government Accountability Office (GAO), shall be served on the Contracting Officer (addressed as follows) by obtaining written and dated acknowledgment of receipt from:

Carey M. Kauzlarich  
Hand-Carried Address:  
U.S. Department of Veterans Affairs  
OPAL | Strategic Acquisition Center - F  
5202 Presidents Court, Suite 103  
Frederick MD 21703

Mailing Address:  
U.S. Department of Veterans Affairs  
OPAL | Strategic Acquisition Center - F  
5202 Presidents Court, Suite 103  
Frederick MD 21703

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

(End of Provision)

#### **E.6 EVALUATION APPROACH**

This solicitation will be conducted in accordance with FAR Part 8.404, Use of Federal Supply Schedule. The best value trade-off process technique will be used. Award will be made based on an integrated assessment by the Contracting Officer between and

among price and non-price factors. Non-price factors when combined are significantly more important than price. The following non-price factors are listed in descending order of importance with the exception of Technical Approach and Corporate Experience, which are equal: Technical Approach, Corporate Experience, Past Performance, and Socio-Economic Considerations. It should be noted that award may be made to other than the lowest priced quote, if the Government determines that a price premium is warranted due to merits of one (1) or more of the non-price factors.

Respondent's Past Performance, Corporate Experience, and Socio-Economic Consideration information will be evaluated subsequent to the Technical Approach evaluation. However, this evaluation will not be conducted on any respondent whose Technical Approach is determined to be unacceptable, and likewise for each volume evaluated in sequence of importance.

All quotes shall be subject to evaluation by Government personnel. The Government intends to award based upon the initial evaluation of quotes. Consequently, respondents are highly encouraged to quote their best solution and price in their initial submissions. However, the Government reserves the right to communicate with any or all respondents submitting a quote if it is determined advantageous to the Government to do so. If these communications take place, the Government is not obligated to communicate with every respondent (note that FAR Part 15 procedures do not apply; therefore, formal discussions are not applicable). All respondents will be treated fairly and impartially. A respondent may be eliminated from consideration without further communication if its quote is not among those respondent(s) considered most advantageous to the Government based its initial evaluation.

Quotes that merely restate the requirement or state that the requirement shall be met, without providing supporting rationale, are not sufficient. Respondents who fail to meet the minimum requirements of the solicitation shall be considered nonresponsive and thus ineligible for award.

Respondents are cautioned that the award may not necessarily be made to the respondent with the lowest priced quote or the most highly rated technical quote. Award may be made to other than the lowest priced quote, if the Government determines that a price premium is warranted due to the merits of one or more of the non-price factors.

This solicitation is 100% set-aside for Small Business Contractors with a General Services Administration (GSA), Multiple Award Schedule –Professional Services, Category 541511, Web Based Marketing contract. The CO does not require contractors to re-represent their size and socioeconomic status for this order. IAW, FAR 8.405-5 (b) /19.301-2(b)(2)., the ordering activity will rely on the small business representations made by the schedule contractors at the contract level.

However, in order to be considered an SD/VOSB for the order, the respondent must be verified, under the NAICS of their schedule, as a SD/VOSB through VIP. If a respondent is not a SD/VOSB in VIP under the NAICS of the FSS, the ordering activity will rely on the small business representations made by the schedule contractor at the contract level to determine socioeconomic category.

**A. FACTORS TO BE EVALUATED**

Non-Price Factors (listed in descending order of importance, with the exception of Technical Approach and Corporate Experience which are equal):

- 1) Technical Approach;
- 2) Corporate Experience;
- 3) Past Performance; and
- 4) Socio-economic Considerations

Price Factor:

- 1) Price

**B. EVALUATION APPROACH**

Award will be made based on a best value assessment by the CO between and among price and non-price factors. The non-price factors, when combined are significantly more important than Price.

Contents of the written quotes will be evaluated to determine the degree and extent to which the requirements set forth in the Request For Quote (RFQ) and Performance Work Statement (PWS) are satisfied and exceeded.

**FACTOR 1: TECHNICAL APPROACH**

The Government will evaluate the quote based on the following:

- Understanding of the Problem - The quote will be evaluated to determine the extent to which it demonstrates a clear understanding of all features involved in solving the problems and meeting the requirements presented in the task order, and the extent to which uncertainties are identified and resolutions proposed. The quote will be evaluated strictly in accordance with its written content. A quote which merely restates the requirement or states that the requirement will be met, without providing supporting rationale, will be considered deficient.
- Feasibility of Approach - The quote will be evaluated to determine whether the Respondent's methods and approach to meeting the requirements provide the Government with a high level of confidence of successful completion within the required schedule. Risk relative to the proposed Technical Approach is evaluated to ascertain the likelihood of success of the proposed approach.
- Completeness - The quote will be evaluated to determine whether the Respondent's methods and approach have adequately and completely considered, defined, and satisfied the requirements specified in the RFQ. The quote will be evaluated to determine the extent to which each requirement has been addressed.
- Quality of Products – Product samples as defined in Section E.1 will be evaluated for overall quality. Graphic design quality will be assessed using standard design principles including contrast, repetition, space, size, alignment, color, shape, texture, value, and proximity. Additionally, products will be evaluated on font selection, use of imagery (or intentional lack of imagery), logo design (if applicable) and placement, and other basic elements of sound graphic art and design. Furthermore, website will be evaluated using best practices in design and usability. Finally, video products will be evaluated for production value, story, call-to-action, and other commercial/industry standards for video production. Product samples that were created by the proposed prime vendor may be evaluated more favorably than those created by a proposed subcontractor.

- Key Personnel – The summaries of key personnel will be evaluated against the certification requirements and minimum experience as identified in the PWS. Key personnel that exceed these requirements may be evaluated more favorably.

## **FACTOR 2: CORPORATE EXPERIENCE**

The Respondent's corporate experience will be evaluated to determine the nature and extent of the Respondent's experience in successfully executing multiple, simultaneous public health communication campaigns, efforts, and activities and demonstrate a basic understanding of the philosophies informing public health communication such as the ecological perspective, change orientation, and audience-centered philosophy.

Experience should be the same or similar to the services requested by the government. This detail shall include specific government and/or commercial efforts at a national or larger level that were performed by the company in the areas of mental health awareness, Veteran mental health issues (PTSD, MST, TBI, etc.), serious mental illness, suicide prevention, and/or death by suicide. Furthermore, respondents must provide substantial, verifiable experience and evidence of conducting multiple, simultaneous public awareness and/or outreach campaigns with successful, measurable outcomes in impacting national audiences. Evidence of online ad purchasing is not considered acceptable for this requirement as national level public health outreach/education campaigns must employ a variety of platforms, techniques, and strategies. The details shall include the length of time for each specific Government and/or commercial efforts so that the government can assess the degree of risk of successful completion. The Government will consider the currency and relevance of the experience.

The Government will consider corporate experience for the proposed prime contractor to be significantly more important than corporate experience submitted for any other member of the Respondent's structure.

For the purposes of evaluating prime contractor corporate experience, the prime contractor is defined as the contractor identified in Block 17a of the SF 1449. Projects performed by contractors other than the Respondent, such as teaming partners or subcontractors, will not be evaluated as prime contractor corporate experience, unless those other contractors are part of a joint venture Respondent as demonstrated by a signed joint venture agreement.

## **FACTOR 3: PAST PERFORMANCE EVALUATION**

Past Performance – Past performance is a measure of the degree to which an offeror satisfied its customers in the past and complied with Federal, State, and local laws and regulations. The Government will evaluate Past Performance Questionnaires (PPQs) to determine the quality of services previously provided, including aspects of cost, schedule, and performance, such as quality of product or service, timeliness of performance or adherence to delivery schedules, and effectiveness in program management.

The Government reserves the right to evaluate any other information available to the Government through the PPQs or other available resources. The Government will consider the level of risk associated with the contractor's past performance. A

respondent without a record of relevant past performance or for whom information on past performance is not available may not be evaluated favorably or unfavorably on past performance.

The evaluation will only consider references which are recent, defined as services performed within the last three years, and relevant, defined as services which, when considered as a whole, are similar in size, scope and/or complexity. The Government will consider past performance for the proposed prime contractor to be significantly more important than past performance submitted for any other member of the respondent structure. For the purposes of evaluating prime contractor past performance, the prime contractor is defined as the contractor identified in Block 17a of the SF 1449. Projects performed by contractors other than the respondent, such as teaming partners or subcontractors, will not be evaluated as prime contractor past performance, unless those other contractors are part of a joint venture respondent as demonstrated by a signed joint venture agreement.

#### **FACTOR 4: SOCIO-ECONOMIC CONSIDERATIONS**

In accordance with VAAR 852.215-70, SDVOSB, and VOSB Evaluation Factors, the Government will assign full evaluation credit for a respondent (prime contractor) which is a SDVOSB or partial credit for a VOSB. Non-Veteran owned firms proposing to subcontract 7% or more of the contract value to a SDVOSB or 10% or more of the contract value to VOSB will also receive evaluation credit.

#### **FACTOR 5: PRICE**

Price will not be evaluated adjectivally or assigned a score.

Pricing will be evaluated to determine whether or not it is considered fair and reasonable based on FAR 8.405-2(d). In accordance with FAR 8.404(d), GSA has already determined the prices for supplies and fixed-price services, and rates for services quoted at hourly rates, under schedule contracts to be fair and reasonable. Therefore, the Contracting Officer and the technical review team will be responsible for considering the level of effort and the mix of labor proposed to perform each deliverable, and for determining that the total price is reasonable from all responses received in accordance with the evaluation criteria provided to the contractors.

The Government will consider all items associated with the quote, including the option under FAR 52.217-8, as part of its price analysis. The option under FAR 52.217-8 will be evaluated by dividing the Option Period Four pricing in half to determine the 6-month price.

Proof that adequate line of credit or capital is available to carry out the necessary paid media support.

Options. The Government will evaluate quotes for award purposes by adding the total price for all options to the total price for the basic requirement. The Government may determine that a quote is unacceptable if the option prices are significantly unbalanced. Evaluation of options shall not obligate the Government to exercise the option(s).