

American Embassy Tegucigalpa
March 11, 2013

To: Prospective Quoters

Subject: Request for Quotations number SHO80013Q0014

Enclosed is a Request for Quotations (RFQ) for supporting strategic communications campaign. If you would like to submit a quotation, follow the instructions in Section 3 of the solicitation, complete the required portions of the attached document, and submit it to the address shown on the Standard Form 18 that follows this letter.

A pre-proposal conference is scheduled on March 21, 2013 at 10:00 am at the Embassy building. Interested offerors should submit questions by March 18 and name of persons who will attend this pre-proposal conference to the e-mail address: contracttgu@state.gov

The U.S. Government intends to award a contract/purchase order to the responsible company submitting an acceptable quotation at the lowest price. We intend to award a contract/purchase order based on initial quotations, without holding discussions, although we may hold discussions with companies in the competitive range if there is a need to do so.

Quotations are due by April 3, 2013 on or before 10:00 am.

Sincerely,

Geraldine Gray Thibodeau
Contracting Officer

Enclosure

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|--|-----------------------------|---|--|--|-------------------------|--|
| <u>REQUEST FOR QUOTATION</u> (THIS IS NOT AN ORDER) | | THIS RFQ _ IS x IS NOT A SMALL BUSINESS SET-ASIDE | | | Page 1 of | |
| 1. REQUEST NO. SHO80013Q0014 | 2. DATE ISSUED 3/11/2013 | 3. REQUISITION/PURCHASE REQUEST NO. PR2374129 | 4. CERT. FOR NAT. DEF. UNDER BDSA REG. 2 AND/OR DMS REG. 1 | RATING | | |
| 5a. ISSUED BY AMERICAN EMBASSY TEGUCIGALPA GSO, ACQUISITIONS UNIT, ATTN: GSO TEGUCIGALPA, | | | 6. DELIVER BY (Date) | | | |
| 5b. FOR INFORMATION CALL (NO COLLECT CALLS) | | | 7. DELIVERY _ FOB DESTINATION _ OTHER (See Schedule) | | | |
| NAME Fatyma Lorenzana | | TELEPHONE NUMBER (504) 22369320 ext. 4398 | | 9. DESTINATION a. NAME OF CONSIGNEE AMERICAN EMBASSY TEGUCIGALPA | | |
| 8. TO: | | | b. STREET ADDRESS LA PAZ AVE., ATTN: GSO | | | |
| a. NAME | | b. COMPANY | | c. CITY APO AA | | |
| c. STREET ADDRESS | | | d. STATE NS | | | |
| d. CITY | | e. STATE | f. ZIP CODE | e. ZIP CODE 34022 | | |
| 10. PLEASE FURNISH QUOTATIONS TO THE ISSUING OFFICE IN BLOCK 5A ON OR BEFORE CLOSE OF BUSINESS (Date) 4/3/2013 by 10:00 am | | | IMPORTANT: This is a request for information, and quotations furnished are not offers. If you are unable to quote, please so indicate on this form and return it to the address in Block 5A. This request does not commit the Government to pay any costs incurred in the preparation of the submission of this quotation or to contract for supplies or services. Supplies are of domestic origin unless otherwise indicated by quoter. Any representations and/or certifications attached to this Request for Quotations must be completed by the quoter. | | | |
| 11. SCHEDULE (Include applicable Federal, State and local taxes) | | | | | | |
| ITEM NO. (a) | SUPPLIES/SERVICES (b) | | QUANTITY (c) | UNIT (d) | UNIT PRICE (e) | AMOUNT (f) |
| | SEE LINE ITEMS | | | | | |
| 12. DISCOUNT FOR PROMPT PAYMENT | | | a. 10 CALENDAR DAYS (%) | b. 20 CALENDAR DAYS (%) | c. 30 CALENDAR DAYS (%) | d. CALENDAR DAYS NUMBER PERCENTAGE |
| NOTE: Additional provisions and representations [] are [] are not attached. | | | | | | |
| 13. NAME AND ADDRESS OF QUOTER | | | 14. SIGNATURE OF PERSON AUTHORIZED TO SIGN QUOTATION | | 15. DATE OF QUOTATION | |
| a. NAME OF QUOTER | | | | | | |
| STREET ADDRESS | | | 16. SIGNER | | | |
| | | | a. NAME (Type or print) | | b. TELEPHONE | |
| c. COUNTY | | | | | AREA CODE | |
| d. CITY | e. STATE | f. ZIP CODE | c. TITLE (Type or print) | | NUMBER | |

SECTION 1 - THE SCHEDULE

CONTINUATION TO SF-18
RFQ NUMBER SHO80013Q0014
PRICES

I. PERFORMANCE WORK STATEMENT

The purpose of this firm fixed price purchase order is to provide supporting strategic communications campaign in accordance with Description/Specifications/Work Statement.

A. The contract will be for four months from the date of the contract award, with one five-months option and one ten-month option.

Base Period: Four Months

| Deliverable | Task Reference | Estimated Quantity | Unit Price in USD | Total Estimated Amount in USD |
|--|-----------------------|---|--------------------------|--------------------------------------|
| Task Management and Implementation Plan. Include a cost and production time estimate for the products listed in paragraph 14.7 Task 7. | 14.1.1 | 1 | | |
| Provide strategic communications technical assistance and service support | 14.2 | (4- 10) -Key takeaway summaries. (1) -Key contacts database (1) -Media communications report (1) -Key contact interview report (1) -Final Strategic Communications Report | | |
| Design and develop media to support plan for the Ministry of Security | 14.3 | (8) 500 copies of professionally designed one sheet informational | | |

| Deliverable | Task Reference | Estimated Quantity | Unit Price in USD | Total Estimated Amount in USD |
|---|-----------------------|--|--------------------------|--------------------------------------|
| Design and develop media to support plan for the Under Secretary of Security | 14.4 | (8) 500 copies of professionally designed one sheet informational | | |
| Design and develop media to support plan for the Ministry of Communications Intelligent Visits | 14.5 | (8) 500 copies of professionally designed one sheet informational 4-8 Intelligent Visits | | |
| Support spokesperson training program | 14.6 | (2) Spokesperson Training 2-3 day Course sessions | | |
| Design, develop and propose media messaging products | 14.7 | (8) - 3-5 minute videos for TV (8) – 30 sec. radio spots (12) 3-5 images for print material and social media | | |
| Design, develop and propose media dissemination plan | 14.8 | (1) Media dissemination plan | | |
| Design, develop and propose public opinion survey(s) | 14.9 | (1) Public opinion project plan | | |
| Design, develop and propose a strategic communication program evaluation framework | 14.10 | (1) Program evaluation plan | | |
| Deliver program evaluation draft report | 14.10 | 1 | | |
| Deliver program evaluation report | 14.9 | 1 | | |
| Deliver Final Report Outline | 14.11 | 1 | | |
| Deliver Draft Final Report | 14.11 | 1 | | |
| Final Project Report for all Task Orders | 14.11 | 1 | | |

Total Estimated for Base Period: _____

“This amount is based on total estimated Government requirements. If more than one award is made, the estimated amount of work awarded under task order(s) to any single contractor will be less.”

MINIMUM AND MAXIMUM AMOUNTS

During this contract period, the Government shall place orders totaling a minimum of **3 orders**. This reflects the contract minimum for this period of performance. The amount of all orders shall not exceed **76 orders**. This reflects the contract maximum for this period of performance.”

Base Period: Five Months

| Deliverable | Task Reference | Estimated Quantity | Unit Price in USD | Total Estimated Amount in USD |
|--|-----------------------|---|--------------------------|--------------------------------------|
| Task Management and Implementation Plan. Include a cost and production time estimate for the products listed in paragraph 14.7 Task 7. | 14.1.1 | 1 | | |
| Provide strategic communications technical assistance and service support | 14.2 | (4- 10) -Key takeaway summaries. (1) -Key contacts database (1) -Media communications report (1) -Key contact interview report (1) -Final Strategic Communications Report | | |
| Design and develop media to support plan for the Ministry of Security | 14.3 | (8) 500 copies of professionally designed one sheet informational | | |
| Design and develop media to support plan for the Under Secretary of Security | 14.4 | (8) 500 copies of professionally designed one sheet informational | | |

| Deliverable | Task Reference | Estimated Quantity | Unit Price in USD | Total Estimated Amount in USD |
|---|-----------------------|--|--------------------------|--------------------------------------|
| Design and develop media to support plan for the Ministry of Communications Intelligent Visits | 14.5 | (8) 500 copies of professionally designed one sheet informational 4-8 Intelligent Visits | | |
| Support spokesperson training program | 14.6 | (2) Spokesperson Training 2-3 day Course sessions | | |
| Design, develop and propose media messaging products | 14.7 | (8) - 3-5 minute videos for TV (8) – 30 sec. radio spots (12) 3-5 images for print material and social media | | |
| Design, develop and propose media dissemination plan | 14.8 | (1) Media dissemination plan | | |
| Design, develop and propose public opinion survey(s) | 14.9 | (1) Public opinion project plan | | |
| Design, develop and propose a strategic communication program evaluation framework | 14.10 | (1) Program evaluation plan | USD | USD |
| Deliver program evaluation draft report | 14.10 | 1 | | |
| Deliver program evaluation report | 14.9 | 1 | | |
| Deliver Final Report Outline | 14.11 | 1 | | |
| Deliver Draft Final Report | 14.11 | 1 | | |
| Final Project Report for all Task Orders | 14.11 | 1 | | |

Total Estimated for Base Period: _____

“This amount is based on total estimated Government requirements. If more than one award is made, the estimated amount of work awarded under task order(s) to any single contractor will be less.”

MINIMUM AND MAXIMUM AMOUNTS

During this contract period, the Government shall place orders totaling a minimum of **3 orders**. This reflects the contract minimum for this period of performance. The amount of all orders shall not exceed **76 orders**. This reflects the contract maximum for this period of performance.”

Base Period: Ten Months

| Deliverable | Task Reference | Estimated Quantity | Unit Price in USD | Total Estimated Amount in USD |
|--|-----------------------|---|--------------------------|--------------------------------------|
| Task Management and Implementation Plan. Include a cost and production time estimate for the products listed in paragraph 14.7 Task 7. | 14.1.1 | 1 | | |
| Provide strategic communications technical assistance and service support | 14.2 | (4- 10) -Key takeaway summaries. (1) -Key contacts database (1) -Media communications report (1) -Key contact interview report (1) -Final Strategic Communications Report | | |
| Design and develop media to support plan for the Ministry of Security | 14.3 | (8) 500 copies of professionally designed one sheet informational | | |
| Design and develop media to support plan for the Under Secretary of Security | 14.4 | (8) 500 copies of professionally designed one sheet informational | | |

| Deliverable | Task Reference | Estimated Quantity | Unit Price in USD | Total Estimated Amount in USD |
|---|-----------------------|--|--------------------------|--------------------------------------|
| Design and develop media to support plan for the Ministry of Communications Intelligent Visits | 14.5 | (8) 500 copies of professionally designed one sheet informational 4-8 Intelligent Visits | | |
| Support spokesperson training program | 14.6 | (2) Spokesperson Training 2-3 day Course sessions | | |
| Design, develop and propose media messaging products | 14.7 | (8) - 3-5 minute videos for TV (8) – 30 sec. radio spots (12) 3-5 images for print material and social media | | |
| Design, develop and propose media dissemination plan | 14.8 | (1) Media dissemination plan | | |
| Design, develop and propose public opinion survey(s) | 14.9 | (1) Public opinion project plan | | |
| Design, develop and propose a strategic communication program evaluation framework | 14.10 | (1) Program evaluation plan | | |
| Deliver program evaluation draft report | 14.10 | 1 | | |
| Deliver program evaluation report | 14.9 | 1 | | |
| Deliver Final Report Outline | 14.11 | 1 | | |
| Deliver Draft Final Report | 14.11 | 1 | | |
| Final Project Report for all Task Orders | 14.11 | 1 | | |

Total Estimated for Base Period: _____

“This amount is based on total estimated Government requirements. If more than one award is made, the estimated amount of work awarded under task order(s) to any single contractor will be less.”

MINIMUM AND MAXIMUM AMOUNTS

During this contract period, the Government shall place orders totaling a minimum of **3 orders**. This reflects the contract minimum for this period of performance. The amount of all orders shall not exceed **76 orders**. This reflects the contract maximum for this period of performance.”

CONTINUATION TO SF-18
RFQ NUMBER SHO80013Q0014
SCHEDULE OF SUPPLIES/SERVICES, BLOCK 11
DESCRIPTION/SPECIFICATIONS/WORK STATEMENT

SUPPORTING STRATEGIC COMMUNICATIONS CAMPAIGN ON VIOLENCE AND CRIME PREVENTION IN HONDURAS FOR THE BUREAU OF CONFLICT AND STABILIZATION OPERATIONS (CSO)

The purpose and general scope of this Statement of Work for the Bureau of Conflict and Stabilization Operations (CSO) is to provide support for CSO strategic communications effort in Honduras, the historical and present social dynamics in Honduras as they relate to crime and violence prevention, to be used in the development of CSO's strategic communications planning and programming for Honduras and greater Central America. This Statement of Work envisions marketing, media, and communications expertise based in Honduras to inform the planning, program development, and implementation for strategic communications throughout the greater Tegucigalpa area and other sites as identified by CSO. The media and communication support will develop the planning for programming, the media and communication products, and information dissemination needed to implement effective strategic communications campaigns, providing CSO with localized and culturally adapted information necessary to craft the most effective media and communications messages, and utilizing the most effective media to be delivered to the Honduran public to accomplish the final goal of preventing crime and improving citizen security in Honduras.

1. PERFORMANCE REQUIREMENTS

The Bureau of Conflict Stabilization Operations (CSO) requires a range of multimedia products and services to support the CSO strategic communication effort in the Honduras. The U.S. Department of State has have tasked CSO with planning, execution, and assessment of the full spectrum of information, communication, and influence operations and activities supporting USG efforts in Honduras. This SOW initiates activities to support the timely planning, development, production, distribution, and dissemination of the right messages using the right media to effectively reach and influence the required target audience(s), and accurately measure the effectiveness of that entire plan and execution effort. CSO requests that the Contractor return a technical proposal that clearly articulates capabilities and techniques required to perform inclusive tasks and a detailed plan to provide flexible and scalable assessment support to both near and long-term (generational) media campaign requirements. The technical proposal shall include a detailed, task itemized, and scalable cost proposal. Where appropriate, the contractor's proposal shall identify appropriate phases/stages to accomplish each task and provide cost estimates for those. The Contractor shall utilize its capabilities to facilitate rapid and thorough data collection and analysis in order to meet agreed delivery dates for products and services. The Contractor shall provide access to foreign audiences for attitudinal assessments, media assessment, and effects analyses in support of centralized Honduran media campaign planning and execution at CSO. The Contractor shall provide maximum visibility into program schedule, performance, and risks.

2. KEY PROJECT OBJECTIVES

This project will primarily provide media and strategic communications support to the Honduran Ministries of Communication and Public Security in order effectively communicate to the local

population Honduran government programs and initiatives to reduce crime and violence and advance public security reform efforts. To do this it will work to achieve the following objectives:

- Persuade selected civilian audiences to contribute/ actively participate in Honduran law enforcement activities and the judicial process.
- Increase public awareness of Honduran law enforcement and judicial successes.
- Increase public awareness of Honduran community lead successes in reducing crime and violence.
- Increase Honduran popular awareness of Honduran Governmental successes in purging corrupt law enforcement and judicial officials.
- Indirectly increase Honduran public and governmental support for public security reforms.
- Increase Honduran popular support for selected Honduran law enforcement and judicial organizations as appropriate.

3. KEY TASKS TO BE ACCOMPLISHED

- Develop and help carry out dissemination plans to support the Secretary of Public Security in coordination with the strategic communication advisors embedded with the Government of Honduras.
- Develop and help carry out dissemination plans to support the Sector Security Support Program (PASS) in coordination with the strategic communication advisors.
- Develop overall messaging and creative communications ideas to help the Government of Honduras increase their information campaign effectiveness.
- Create products that deliver messages to designated audiences in support of approved plans and the objectives listed above in appropriate mediums.
- Provide service support to strategic communication advisors.
- Provide program evaluation for select strategic communication programs as directed.
- Provide Honduran governmental spokesperson capacity building.
- Provide training and capacity building to selected Honduran journalists/press organizations.

4. DEMONSTRATE AN UNDERSTANDING OF THE OBJECTIVES AND KEY TASKS

The Contractor shall demonstrate an understanding of the importance of human influence, media communications, and engagement operations and activities in achieving CSO objectives. Leveraging indigenous public relations, media production, marketing, and research firms is critical in order to achieve effective and timely messaging. Assembling a team of established, accomplished, and credible partners (sub-contractors and their associated business relationships [networks]) who possess local expertise in Honduras is crucial. The Contractor must be able to leverage the team's relationships with reliable research agencies. The Contractor shall demonstrate the capacity to draw upon International Subject Matter Experts (SME) in strategic communications for short duration trainings, workshops, and/or other assignments as directed by CSO. The Contractor shall ensure its team possesses the necessary experience, skills, and talent to assess the Honduran media environment and to ensure all products and messaging is culturally adapted to the local customs, traditions, and practices.

5. DEVELOP TASK/PROJECT WORK PLAN

The contractor will develop a work plan for each active task awarded throughout the task order PoP that identifies project milestones (including client approval gates), associated timelines, deliverables

within the project lifecycle, and final task delivery dates. The work plan shall identify effective integration of multiple team members in collaborative or combined efforts to accomplish one task. The process shall identify the technical, management, personnel, and other resource / support requirements. The contractor shall select the individual(s), company, or companies best able to effectively accomplish the task. The work plan will be a working document, specific to a task, which will be adjusted as necessary to meet CSO's requirements and approval. In coordination with CSO, the work plan shall be reviewed at any time within the project lifecycle to validate or adjust tasks and delivery dates, as appropriate.

6. DESIGN AND CONDUCT QUALITATIVE AND QUANTITATIVE RESEARCH AND POLLING ACTIVITIES

The Contractor shall demonstrate the capability to plan, develop, organize, coordinate, direct, and control statistically reliable and valid qualitative and quantitative research, testing and polling activities at the local, provincial, national and regional levels based upon CSO designated objectives. The contractor shall use their team's expertise to show examples and recommend the most effective research methodology, approach, and technique to employ for each product, project, and objective.

7. DESIGN AND DEVELOP MESSAGING PRODUCTS

The Contractor shall demonstrate the capability to plan, design, and develop products in a wide range of mediums. The Contractor shall deliver professional graphical design in all products and mediums as may be appropriate to this effort. The Contractor shall show their methodology for determining messaging themes, lines of persuasion, product construction, and product medium. Product mediums include but are not limited to TV and video, radio and other audio mediums, print, SMS, social media, media events, and interpersonal or group activities and engagements. All products will be approved by the COR or his/her designated representative before dissemination.

8. CONDUCT DISTRIBUTION AND DISSEMINATION

Audience and media analysis shall result in the final selection of the best distributors and dissemination means possible and distribution and dissemination strategies. The contractor will develop and implement dissemination plans that support individual/ series of products or events. The execution of finalized distribution and dissemination strategies and plans shall be closely monitored, evaluated, and appropriately adjusted.

9. ASSESS PROGRAM EFFECTIVENESS

CSO will hire third party Contractors to conduct assessments for executed programs based on existing campaigns and programming. These assessments will primarily evaluate product pre/post testing and series and campaign effectiveness. This will include complete, comprehensive assessments of primary/secondary objectives, scientific and creative inputs/outputs, and quantifiable effects on audiences; or similarly tailored support for the assessments being conducted primarily by CSO. Inherent in this task is the capability to perform accurate and "impartial" analysis of multiple feedback components, such as qualitative data, surveys, reports, trends analysis, media reporting etc., and formulate logical, supportable conclusions on program effectiveness and recommendations for program improvements and future activities.

10. STRATEGIC COMMUNICATION ASSISTANCE AND SERVICE SUPPORT

The Contractor shall demonstrate the capability to provide logistical, service support, and operational planning for the strategic communication advisor team. This support may include but is not limited to, organizing town halls and meetings, arranging travel plans, transportation and lodging, contacting key local leaders and coordinating schedules for on-site visits, developing proper materials for events, and limited augmentation of ministerial SC planning as directed by CSO.

11. TASK ORDER MANAGEMENT PROCESS

The Contractor shall provide CSO with an innovative and efficient management structure. The management structure will be of sufficient depth so that it is able to merge the operational requirements with the managerial controls that result in providing a seamless and integrated team capable of delivering quality products and services on time. As a service provider, the Contractor's performance is directly linked to customer satisfaction. The customer satisfaction approach shall be focused on timely, cost effective solutions, including providing experienced personnel and delivering quality products and services. The Contractor's management approach promotes effective day-to-day interchange among the Contractor team, the subject matter expert (SME), and its customers, provides for accurate fiscal accountability and provides a single point of contact for the government, preferably in the Tegucigalpa, Honduras area.

12. SUPPORTING TASKS AND DELIVERABLES

The Contractor shall provide CSO, included with their larger SOW response, a technical proposal for each sub-task below paragraph 14, including appropriate associated technical and scientific approaches, methodologies, recommended equipment, and cost estimates itemized per task paragraph, for consideration for activation upon SOW response approval and task order award.

13. CONSTRAINTS

The following constraints apply to this task order:

- a. Requires the Contractor to acculturate data collection activities in Honduras in coordination with an established Point of Contact in CSO;
- b. Requires the Contractor to adhere to the privacy laws governing contact information of individuals in foreign countries selected for this project, where applicable;
- c. Requires the Contractor to conduct all data collection activities in the primary language of the program participants in Honduras;
- d. Requires the Contractor to ensure that all data collection instruments are culturally, historically, and socially adapted to the Honduran public;
- e. Requires the Contractor to work closely with the CSO staff to design rigorous data collection instruments;
- f. Requires the Contractor to work closely with the CSO staff to design indices to support the development of outcome performance measures;
- g. Requires the Contractor to utilize systematic quantitative and qualitative data collection and analysis as a means to support the goals and objectives of this project;
- h. Requires the Contractor to be responsive to CSO needs throughout the project;

- i. Requires the Contractor to provide copies of all evaluation documentation (e.g., correspondence, contact letters, data collection instruments, reports, etc.) to CSO as part of project record-keeping;
- j. Requires the Contractor to present findings, produce an independent assessment of the impact and results of the findings, draw conclusions, and provide recommendations;
- k. Requires the Contractor to develop and recommend rigorous research quantitative and qualitative methods, and document and explain the rationale for all methodologies used in this project to CSO;
- l. Requires the Contractor to pay particular attention to the social, cultural, political, and environmental sensitivities of a foreign audience in data collection activities;
- m. Requires the Contractor to obtain any licenses or permits necessary for performance of this order and to comply with all local laws and customs in effect in the overseas places of performance (includes but is not limited to, any laws relating to personal privacy and confidentiality); and
- n. Requires the Contractor to receive approval for all Final Reports and Executive Summaries from the COR and the Bureau of Conflict and Stabilization Operations.

14 TASKS

14.1 TASK 1 – TASK MANAGEMENT AND IMPLEMENTATION PLAN

Collaborating with CSO, the Contractor shall be responsible for the effective management and administration of all efforts undertaken under the Task Order. The Contractor shall be responsible for ensuring that all work activities are performed in a timely and cost effective manner while maintaining the highest quality of performance.

14.1.1 Subtask 1: Project Plan

The Contractor shall develop draft and final versions of a Project Plan (PP). The Contractor shall, at a minimum:

- a. Describe the technical approach and list the specific tasks to be accomplished
- b. Document the project timeline for each task activity. This will include specific timelines and costs to produce various types of products
- c. Detail all the milestones in meeting the task and identify the scheduled completion dates for the milestones
- d. Identify the task order deliverables and the deliverable dates for Government review and acceptance
- e. Provide the draft PP within fifteen (15) business days of receipt of the task order
- f. Provide the final PP within ten (10) business day of receipt of Government feedback; and
- g. Update the PP as required

14.2 TASK 2 – PROVIDE TECHNICAL ASSISTANCE AND SUPPORT FOR STRATEGIC COMMUNICATION ADVISORS

The Contractor shall provide technical assistance and service support for strategic communication advisors. Technical assistance and service support shall produce a strategic communications campaign strategy that includes recommendations on how to improve the Ministry of Communications ability to communicate credibly and effectively to the public on public security matters.

- Create a key government, non-government, relevant business, academic, and media contacts database in Honduras (Key Contact Database)
- Develop and recommend media communication project objectives for key contact interviews that support the security communications project Attend required meetings and brain storming sessions, and record meeting minutes into key takeaway summaries (Key Takeaway Summary)
- Analyze interview data, summaries and produce security related recommendations to improve the reach and effectiveness of the security communications project. (Key Contact Interview Report)
- Collect, organize media communications data, and summarize findings and recommendations into a report (Media Communications Report)
- Develop and recommend a security communication campaign strategy, objectives and supporting measures report (Final Strategic Communications Report)
- Respond to CSO needs throughout the project
- Provide copies of all notes and documentation (e.g., correspondence, contact letters, data collection instruments, reports, etc.) to CSO as part of project record-keeping
- Receive approval for all Final Reports and Summaries from the COR and the Bureau of Conflict and Stabilization Operations
- Period of Performance: , Four months

14.3 TASK 3 – PROVIDE SUPPORT TO THE SECRETARY OF SECURITY

The Contractor shall develop and disseminate strategic communications products in support of the Secretary of Security, currently Minister Pompeyo Bonilla. Priority activities will include capacity building of ministerial spokespersons, which include developmental training as specified by CSO. Products will primarily support the following objectives:

- Increase public awareness of Honduran law enforcement and judicial successes
- Persuade selected civilian audiences to contribute/ actively participate in Honduran law enforcement activities and the judicial process
- Increase Honduran popular awareness of ministerial successes in purging corrupt law enforcement and judicial officials
- 2-3 day Spokesperson Training for up to five Ministry of Security spokespersons as identified by CSO.

14.4 TASK 4 – PROVIDE SUPPORT TO THE UNDERSECRETARY OF SECURITY

The Contractor shall develop and disseminate strategic communications products in support of the Under Secretary of Security, currently Margarita Castaneda. Products will primarily support the following objectives:

- Increase public awareness of Honduran law enforcement and judicial successes
- Persuade selected civilian audiences to contribute/ actively participate in Honduran law enforcement activities and the judicial process
- Increase Honduran popular awareness of ministerial successes in purging corrupt law enforcement and judicial officials
- Produce 500 one-sheet brochures 1-2 times per month

14.5 TASK 5 – PLAN TO SUPPORT SECURITY SECTOR COMMUNICATIONS

The Contractor shall develop and implement a proactive plan for communicating with media.

- Develop one sheet informational flyers to spread and share linkages within the communities
- Produce 500 one-sheet brochures 1-2 times per month, as specified by CSO
- Intelligent Visits to two of the three work projects for the prevention of violence operating in municipalities as needed and as directed by CSO

- Provide support for 1-2 Intelligent Visits per month from April – June 2013, which include transportation to select cities in Honduras and where appropriate overnight stay for 10-15 participants as determined by CSO
- Provide administrative and logistical support during Intelligent Visits such as arranging meetings, coordinating appointments, disseminating media, and other logistical assignments as defined by CSO

14.6 TASK 6 – PROVIDE SUPPORT TO THE MINISTRY OF COMMUNICATIONS

The Contractor shall develop and implement a strategic communications support plan for the Ministry of Communications. Priority activities will include capacity building of ministerial spokespersons, which include developmental training as specified by CSO. Products will primarily support the following objectives:

- Persuade selected civilian audiences to contribute/ actively participate in Honduran law enforcement activities and the judicial process
- Increase public awareness of Honduran law enforcement and judicial successes.
- Increase Honduran popular awareness of Honduran Governmental successes in purging corrupt law enforcement and judicial officials
- Increase public awareness of Honduran community lead successes in reducing crime and violence
- Indirectly increase Honduran public and governmental support for public security reforms
- Increase Honduran popular support for selected Honduran law enforcement and judicial organizations as appropriate
- 2-3 day Spokesperson Training Course for up to five Ministry of Communication spokespersons as identified by CSO.

14.7 TASK 7 – DESIGN AND DEVELOP MESSAGING PRODUCTS

The Contractor shall develop products that will reach individual or multiple target audiences with the purpose of directly or indirectly influencing that audience.

- Products will vary in medium to most effectively address the audience’s susceptibilities, vulnerabilities, and accessibility
 - Product mediums may include but are not limited to TV and video, radio and other audio mediums, print, SMS, social media, media events, and interpersonal or group activities and engagements. Possible product types are listed below:
 - TV spots (30 sec) (cost for DVD production and TV dissemination)
 - Video report/program (2 to 3 minutes) (cost for DVD production and TV dissemination)
 - Radio spots (30 sec) (cost for CD production and Radio dissemination)
 - Radio report 2 to 3 minutes) (cost for CD production and Radio dissemination)
 - Loudspeaker messages (1 minute)
 - Newspaper advertisements
 - Newspaper editorials
 - Posters
 - Pamphlets (handbills and trifolds)
 - Billboards
 - Press events
 - Media events (Concerts, Theater, Fairs, Sports events)
 - Key leader engagement talking points
 - Website and Facebook page development

- Website managements
- Blogging posts
- Products will be designed to function individually or as part of a series.
- All products will support the achievement of at least one of the program objectives listed in paragraph 2
 - **Product Attribution. Products/events will be labeled as sponsored by the GoH.**
- All plans and products will be approved by the COR or his/her designated representative before dissemination

14.8 TASK 8 – DEVELOP AND CARRY OUT COMMUNICATION DISTRIBUTION AND DISSEMINATION PLANS

The Contractor shall have a thorough understanding of the Honduran media environment to include how target audiences find and consume information, how target audiences communicate, and patterns of communication behavior. Taking this knowledge into consideration, the Contractor will develop distribution/dissemination plans that maximize individual products and product series likelihood of reaching target audiences in a credible and timely manner. The Contractor will be responsible for producing the required number of products and then distributing them as stated in the approved dissemination plan. Media events, group activities, talking points, and other similar engagements shall also be carried out by the contractor according to approved plans.

- All distribution and dissemination plans will be approved by the COR or his/her designated representative before dissemination

14.9 TASK 9 – DESIGN AND ADMINISTER PUBLIC OPINION SURVEYS

The Contractor shall design and develop public opinion surveys that address public perceptions about violence, insecurity, corruption, crime, and community concerns, sentiment and attitude towards government reform and the progress of reform, and identify the motivating factors for participating in a reform movement.

- Design up to 2 – 3 surveys for targeted audiences in the city of Tegucigalpa or other locations as directed by CSO
- Design surveys using closed and/or open ended questions
- Administer the survey using cost effective means such as F2F, telephone, computer-based,
- Sample size shall be representative of the target population and calculate a margin of error that provides confidence in the results, as directed by CSO
- Provide cross-sectional interpretative analysis and understanding of public perceptions and sentiment towards government, the reform, the progress of reform, the reform movement, and participation in reform movement activities in a Word document report and a PowerPoint presentation

14.10 TASK 10 – DESIGN AND DEVELOP STRATEGIC COMMUNICATION PROGRAM EVALAUTIONS

The Contractor shall propose strategic communication program evaluations on an as needed basis and as directed by CSO to assess the impact and effectiveness of strategic communication programming and efforts. The Contractor shall build evaluation into all relevant aspects of CSO strategic communication programming in close consultation with the CSO Contracting Officer Representative (COR).

- The Contractor will deliver a final evaluation report and analysis to be included in Final Report on July 31, 2013

- As directed, the Contractor will provide program evaluation for select strategic communication programs as directed, including addressing the following questions:
 - Do project products reach the intended audiences? What is there exposure level?
 - Do target audiences perform the desired/intended actions>
 - What can CSO do within the next six to twelve months to effectively relay and improve a message that will resonate with our target audiences?
 - How has the media played a role in Honduran society, and how should the communication campaign message be adapted to the Honduran environment?
 - How have Hondurans historically communicated with one another? What are the key cultural elements of messages that will resonate with the Honduran public? Who are the key audiences, credible voices and opinion shapers in Honduras? How should messages be tailored to reach them? What are the audience information needs?
 - How does an informed and acculturated media campaign compete in a saturated media space, especially ahead of the upcoming elections?
- The contractor shall provide transcripts for focus groups and translation for all data collection instruments, products and services as directed by CSO

14.11 TASK 11 – FINAL PROJECT REPORT AND RECOMMENDATION

The Contractor shall develop and deliver a final analytical report that includes quantitative and qualitative analysis consisting of strategic insights and considerations for the development and implementation of a strategic communication campaigns, programming, and media communications in Honduras focused on preventing crime and violence and promoting security sector reform in Honduras. These recommendations shall integrate and incorporate relevant data and analyses from all tasks in the final recommendation as to how CSO can most effectively employ strategic communications. The report should provide research-based answers to the key questions outlined in the Key Project Objectives, and should be delivered to CSO within thirty (30) days following the completion of the last Task Order or before July 31, 2013.

EVALUATION CRITERIA

In all aspects of this award, media communication products and services will be evaluated based on quality, reach and designed impact as specified by the COR. All measurement and evaluation designs and methodologies shall adhere to scientific, valid and reliable practices and approaches. The Contractor shall deliver all products, services and evaluation instruments to the COR for acceptance and approval prior to use and implementation.

PERIOD OF PERFORMANCE

The period of performance for this award shall be from April – July 31, 2013. There shall be two option periods the first from August 1 – December 31, 2013, the second from January 1 – October 31, 2014. The option periods shall be exercised based on the needs of CSO and as directed by the Contracting Officer’s Representative (COR).

- The period of performance: April – July 31, 2013.
- Option Period 1: August 1 – December 31, 2013.
- Option Period 2: January 1 – October 31, 2014.

DELIVERABLES TABLE

Task Order Deliverables

| Deliverable | Task Reference | Quantity | Due Date | Distribution |
|--|-----------------------|---|--|---------------------|
| Task Management and Implementation Plan. Include a cost and production time estimate for the products listed in paragraph 14.7 Task 7. | 14.1.1 | 1 | Within five days following contract agreement | |
| Provide strategic communications technical assistance and service support | 14.2 | (4- 10) -Key takeaway summaries. (1) -Key contacts database (1) -Media communications report (1) -Key contact interview report (1) -Final Strategic Communications Report | -As required by CSO | |
| Design and develop media to support plan for the Ministry of Security | 14.3 | (8) 500 copies of professionally designed one sheet informational | As determined by CSO | |
| Design and develop media to support plan for the Under Secretary of Security | 14.4 | (8) 500 copies of professionally designed one sheet informational | As determined by CSO | |
| Design and develop media to support plan for the Ministry of Communications Intelligent Visits | 14.5 | (8) 500 copies of professionally designed one sheet informational 4-8 Intelligent Visits | As determined by CSO Intelligent Visit sites as determined by CSO | |
| Support spokesperson training program | 14.6 | (2) Spokesperson Training 2-3 day Course sessions | As determined by CSO | |

| | | | | |
|--|-------|--|--|--|
| Design, develop and propose media messaging products | 14.7 | (8) - 3-5 minute videos for TV (8) – 30 sec. radio spots (12) 3-5 images for print material and social media | Within four weeks after contract award | |
| Design, develop and propose media dissemination plan | 14.8 | (1) Media dissemination plan | Within two weeks of contract award | |
| Design, develop and propose public opinion survey(s) | 14.9 | (1) Public opinion project plan | Within five weeks of contract award | |
| Design, develop and propose a strategic communication program evaluation framework | 14.10 | (1) Program evaluation plan | Within five weeks of contract award | |
| Deliver program evaluation draft report | 14.10 | | As determined by CSO | |
| Deliver program evaluation report | 14.9 | | As determined by CSO | |
| Deliver Final Report Outline | 14.11 | | As determined by CSO | |
| Deliver Draft Final Report | 14.11 | | As determined by CSO | |
| Final Project Report for all Task Orders | 14.11 | | As determined by CSO | |

SECTION 2 - CONTRACT CLAUSES

FAR 52.212-4 CONTRACT TERMS AND CONDITIONS – COMMERCIAL ITEMS (FEB 2012), is incorporated by reference.

“None”

CLAUSES FOR PURCHASE ORDERS AND BLANKET PURCHASE AGREEMENTS AWARDED BY OVERSEAS CONTRACTING ACTIVITIES (Current thru FAC 2005-55)

COMMERCIAL ITEMS

FAR 52.252-2 Clauses Incorporated By Reference (FEB 1998)

This purchase order or BPA incorporates the following clauses by reference, with the same force and effect as if they were given in full text. Upon request, the Contracting Officer will make their full text available. Also, the full text of a clause may be accessed electronically at this address: <https://www.acquisition.gov/far>

DOSAR clauses may be accessed at: <http://www.statebuy.state.gov/dosar/dosartoc.htm>

FEDERAL ACQUISITION REGULATION (48 CFR Chapter 1) CLAUSES

| NUMBER | TITLE | DATE |
|-----------|--|----------|
| 52.204-9 | Personal Identity Verification of Contractor Personnel (if contractor requires physical access to a federally-controlled facility or access to a Federal information system) | JAN 2011 |
| 52.212-4 | Contract Terms and Conditions – Commercial Items (Alternate I (OCT 2008) of 52.212-4 applies if the order is time-and-materials or labor-hour) | Feb 2012 |
| 52.225-19 | Contractor Personnel in a Diplomatic or Consular Mission Outside the United States (applies to services at danger pay posts only) | MAR 2008 |
| 52.225-25 | Prohibition on Contracting with Entities Engaging in Sanctioned Activities Relating to Iran – Representation and Certification (applies to acquisitions above the micropurchase threshold) | NOV 2011 |
| 52.227-19 | Commercial Computer Software License (if order is for software) | DEC 2007 |
| 52.228-3 | Workers’ Compensation Insurance (Defense Base Act) (if order is for services and contractor employees are covered by Defense Base Act insurance) | APR 1984 |
| 52.228-4 | Workers’ Compensation and War-Hazard Insurance (if order is for services and contractor employees are <u>not</u> covered by Defense Base Act insurance) | APR 1984 |

The following clause is provided in full text:

52.212-5 Contract Terms and Conditions Required to Implement Statutes or Executive Orders -- Commercial Items (MAY 2012)

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

(1) 52.222-50, Combating Trafficking in Persons (FEB 2009) (22 U.S.C. 7104(g)).
(applies for all orders)

____ Alternate I (AUG 2007) of 52.222-50 (22 U.S.C. 7104(g)).

(2) 52.233-3, Protest After Award (AUG 1996) (31 U.S.C. 3553).

(3) 52.233-4, Applicable Law for Breach of Contract Claim (OCT 2004) (Pub. L. 108-77, 108-78).

(Alternate I (AUG 2007))

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

| | Clause Number and Title |
|---|--|
| | (1) 52.203-6, Restrictions on Subcontractor Sales to the Government (SEP 2006), with Alternate I (Oct 1995) (41 U.S.C. 253g and 10 U.S.C. 2402). |
| | (2) 52.203-13, Contractor Code of Business Ethics and Conduct (APR 2010) (Pub. L. 110-252, Title VI, Chapter 1 (41 U.S.C. 251 note). |
| | (3) [Reserved]. |
| X | (4) 52.204-10, Reporting Executive Compensation and First-Tier Subcontract Awards (FEB 2012) (Pub. L. 109-282) (31 U.S.C. 6101 note). |
| | (5) [Reserved]. |
| X | (6) 52.209-6, Protecting the Government's Interest When Subcontracting with Contractors Debarred, Suspended, or Proposed for Debarment (DEC 2010) (31 U.S.C. 6101 note). |
| | (7) 52.209-9, Updates of Publicly Available Information Regarding Responsibility Matters (FEB 2012) (41 U.S.C. 2313). |
| | (8) – (26) [Reserved]. |
| | (27) 52.222-19, Child Labor – Cooperation with Authorities and Remedies (MAR 2012) (E.O. 13126) |
| | (28) 52.222-21, Prohibition of Segregated Facilities (FEB 1999). [Check if the following apply: for supplies, the order exceeds \$10,000 and is awarded to a U.S. firm. For services, the order exceeds \$10,000 and is awarded to a U.S. firm whose employees who will be performing the work were recruited within the U.S.] |
| | (29) 52.222-26, Equal Opportunity (MAR 2007) (E.O. 11246). |
| | (30) 52.222-35, Equal Opportunity for Veterans (SEP 2010) (38 U.S.C. 4212). |
| | (31) 52.222-36, Affirmative Action for Workers with Disabilities (OCT 2010) (29 U.S.C. 793). |
| | (32) 52.222-37, Employment Reports Veterans (SEP 2010) (38 U.S.C. 4212). |
| | (33) – (37) [Reserved]. |
| √ | (38) 52.223-18, Encouraging Contractor Policies to Ban Text Messaging while Driving (AUG 2011) (E.O. 13513). |
| | (39) – (40) [Reserved]. |
| | (41) 52.225-5, Trade Agreements (MAY 2012) (19 U.S.C. 2501, <i>et seq.</i> , 19 U.S.C. 3301 note). |
| X | (42) 52.225-13, Restrictions on Certain Foreign Purchases (JUN 2008) (E.O.s, proclamations, and statutes administered by the Office of Foreign Assets Control of the Department of the Treasury). |
| | (43) – (46) [Reserved]. |
| | (47) 52.232-33, Payment by Electronic Funds Transfer – Central Contractor Registration (OCT 2003) (31 U.S.C. 3332). |
| X | (48) 52.232-34, Payment by Electronic Funds Transfer – Other than Central Contractor Registration (MAY 1999) (31 U.S.C. 3332) |
| | (49) 52.232-36, Payment by Third Party (FEB 2010) (31 U.S.C. 3332). |
| | (50) 52.239-1, Privacy or Security Safeguards (AUG 1996) (5 U.S.C. 552a). |
| | (51)(i) 52.247-64, Preference for Privately Owned U.S.-Flag Commercial Vessels (FEB 2006) (46 U.S.C. Appx. 1241(b) and 10 U.S.C. 2631). |
| | (ii) Alternate I (APR 2003) of 52.247-64. |

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

| | Clause Number and Title |
|--|--|
| | (1) – (6) [Reserved]. |
| | (7) 52.226-6, Promoting Excess Food Donation to Nonprofit Organizations (MAR 2009) (Public Law 110-247). |
| | (8) 52.237-11, Accepting and Dispensing of \$1 Coin (SEP 2008) (31 U.S.C. 5112(p)(1)). |

(d) *Comptroller General Examination of Record.* The Contractor shall comply with the provisions of this paragraph (d) if this contract was awarded using other than sealed bid, is in excess of the simplified acquisition threshold, and does not contain the clause at 52.215-2, Audit and Records -- Negotiation.

(1) The Comptroller General of the United States, or an authorized representative of the Comptroller General, shall have access to and right to examine any of the Contractor’s directly pertinent records involving transactions related to this contract.

(2) The Contractor shall make available at its offices at all reasonable times the records, materials, and other evidence for examination, audit, or reproduction, until 3 years after final payment under this contract or for any shorter period specified in FAR Subpart 4.7, Contractor Records Retention, of the other clauses of this contract. If this contract is completely or partially terminated, the records relating to the work terminated shall be made available for 3 years after any resulting final termination settlement. Records relating to appeals under the disputes clause or to litigation or the settlement of claims arising under or relating to this contract shall be made available until such appeals, litigation, or claims are finally resolved.

(3) As used in this clause, records include books, documents, accounting procedures and practices, and other data, regardless of type and regardless of form. This does not require the Contractor to create or maintain any record that the Contractor does not maintain in the ordinary course of business or pursuant to a provision of law.

(e)(1) *[This paragraph applies only if award is made to a U.S. firm, except for item (vii) which applies to all orders.]* Notwithstanding the requirements of the clauses in paragraphs (a), (b), (c), and (d) of this clause, the Contractor is not required to flow down any FAR clause, other than those in this paragraph (e)(1) in a subcontract for commercial items. Unless otherwise indicated below, the extent of the flow down shall be as required by the clause—

(i) 52.203-13, Contractor Code of Business Ethics and Conduct (APR 2010) (Pub. L. 110-252, Title VI, Chapter 1 (41 U.S.C. 251 note)).

(ii) 52.219-8, Utilization of Small Business Concerns (JAN 2011) (15 U.S.C. 637(d)(2) and (3)), in all subcontracts that offer further subcontracting opportunities. If the subcontract (except subcontracts to small business concerns) exceeds \$650,000 (\$1.5 million for construction of any public facility), the subcontractor must include 52.219-8 in lower tier subcontracts that offer subcontracting opportunities.

(iii) [Reserved]

(iv) 52.222-26, Equal Opportunity (MAR 2007) (E.O. 11246).

(v) 52.222-35, Equal Opportunity for Veterans (SEP 2010) (38 U.S.C. 4212).

(vi) 52.222-36, Affirmative Action for Workers with Disabilities (OCT 2010) (29 U.S.C.

793).

(vii) 52.222-40, Notification of Employee Rights Under the National Labor Relations Act (DEC 2010) (E.O. 13496). Flow down required in accordance with paragraph (f) of FAR clause 52.222-40.

(viii) [Reserved].

(ix) 52.222-50, Combating Trafficking in Persons (FEB 2009) (22 U.S.C. 7104(g)).

____ Alternate I (AUG 2007) of 52.222-50 (22 U.S.C. 7104(g)).

(x) – (xii) [Reserved].

(xiii) 52.226-6, Promoting Excess Food Donation to Nonprofit Organizations (MAR 2009) (Pub. L. 110-247). Flow down required in accordance with paragraph (e) of FAR clause 52.226-6.

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

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

(End of clause)

DEPARTMENT OF STATE ACQUISITION REGULATION (48 CFR Chapter 6) CLAUSES

| NUMBER | TITLE | DATE |
|---------------|---|-------------|
| 652.225-71 | Section 8(a) of the Export Administration Act of 1979, As Amended (if order exceeds simplified acquisition threshold) | AUG 1999 |
| 652.228-71 | Workers Compensation Insurance (Defense Base Act) – Services (for services to be performed overseas when the contract includes covered contractor employees as defined in paragraph (a) of the clause) Fill-in for paragraph (c): “(c) The current rate under the Department of State contract is [<i>contracting officer insert rate</i>] of compensation for services.” | JUN 2006 |
| 652.229-70 | Excise Tax Exemption Statement for Contractors Within the United States (for supplies to be delivered to an overseas post) | JUL 1988 |
| 652.229-71 | Personal Property Disposition at Posts Abroad | AUG 1999 |
| 652.237-72 | Observance of Legal Holidays and Administrative Leave (for services where performance will be on-site in a Department of State facility) | APR 2004 |
| 652.239-71 | Security Requirements for Unclassified Information Technology Resources (for orders that include information technology resources or services in which the contractor will have physical or electronic access to Department information that directly supports the mission of the Department) | SEP 2007 |
| 652.242-70 | Contracting Officer’s Representative (if a COR will be named for the order) Fill-in for paragraph b: “The COR is _____” | AUG 1999 |
| 652.242-71 | Notice of Shipments (for overseas shipment of supplies) | JUL 1988 |
| 652.242-73 | Authorization and Performance | AUG 1999 |
| 652.243-70 | Notices | AUG 1999 |

The following clause is provided in full text, and is applicable for orders for services that will require contractor employees to perform on-site at a DOS location and/or that require contractor employees to have access to DOS information systems:

652.204-70 Department of State Personal Identification Card Issuance Procedures (MAY 2011)

(a) The Contractor shall comply with the Department of State (DOS) Personal Identification Card Issuance Procedures for all employees performing under this contract who require frequent and continuing access to DOS facilities, or information systems. The Contractor shall insert this clause in all subcontracts when the subcontractor's employees will require frequent and continuing access to DOS facilities, or information systems.

(b) The DOS Personal Identification Card Issuance Procedures may be accessed at <http://www.state.gov/m/ds/rls/rpt/c21664.htm> .

(End of clause)

52.252-2 CLAUSES INCORPORATED BY REFERENCE (FEB 1998)

This contract incorporates one or more clauses by reference, with the same force and effect as if they were given in full text. Upon request, the Contracting Officer will make their full text available. Also, the full text of a clause may be accessed electronically at: <http://acquisition.gov/far/index.html> or, <http://farsite.hill.af.mil/search.htm>

These addresses are subject to change. If the Federal Acquisition Regulation (FAR) is not available at the locations indicated above, use the Dept. of State Acquisition Website at <http://www.statebuy.state.gov> to see the links to the FAR. You may also use an Internet "search engine" (e.g., Yahoo, Excite, Alta Vista, etc.) to obtain the latest location of the most current FAR.

The following Federal Acquisition Regulation clauses are incorporated by reference:

| <u>CLAUSE</u> | <u>TITLE AND DATE</u> |
|---------------|--|
| 52.225-14 | Inconsistency Between English Version and Translation of Contract (FEB 2000) |

The following FAR clauses are provided in full text:

52.216-18 ORDERING (OCT 1995)

(a) Any supplies and services to be furnished under this contract shall be ordered by issuance of delivery orders or task orders by the individuals or activities designated in the Schedule. Such orders may be issued from date of award through base period or option periods if exercised. See F.2.

(b) All delivery orders or task orders are subject to the terms and conditions of this contract. In the event of conflict between a delivery order or task order and this contract, the contract shall control.

(c) If mailed, a delivery order or task order is considered "issued" when the Government deposits the order in the mail. Orders may be issued orally, by facsimile, or by electronic commerce methods only if authorized in the Schedule.

52.216-19 ORDER LIMITATIONS. (OCT 1995)

(a) Minimum order. When the Government requires supplies or services covered by this contract in an amount of less than 3 orders the Government is not obligated to purchase, nor is the Contractor obligated to furnish, those supplies or services under the contract.

(b) Maximum order. The Contractor is not obligated to honor--

(1) Any order for a single item in excess of than 76 orders

(2) Any order for a combination of items in excess of than 76 orders; or

(3) A series of orders from the same ordering office within than 2 days that together call for quantities exceeding the limitation in subparagraph (1) or (2) above.

(c) If this is a requirements contract (i.e., includes the Requirement clause at subsection 52.216-21 of the Federal Acquisition Regulation (FAR)), the Government is not required to order a part of any one requirement from the Contractor if that requirement exceeds the maximum-order limitations in paragraph (b) above.

(d) Notwithstanding paragraphs (b) and (c) above, the Contractor shall honor any order exceeding the maximum order limitations in paragraph (b), unless that order (or orders) is returned to the ordering office within than 2 days after issuance, with written notice stating the Contractor's intent not to ship the item (or items) called for and the reasons. Upon receiving this notice, the Government may acquire the supplies or services from another source.

52.216-22 INDEFINITE QUANTITY (OCT 1995)

(a) This is an indefinite-quantity contract for the supplies or services specified, and effective for the period stated, in the Schedule. The quantities of supplies and services specified in the Schedule are estimates only and are not purchased by this contract.

(b) Delivery or performance shall be made only as authorized by orders issued in accordance with the Ordering clause. The Contractor shall furnish to the Government, when and if ordered, the supplies or services specified in the Schedule up to and including the quantity

designated in the Schedule as the “maximum.” The Government shall order at least the quantity of supplies or services designated in the Schedule as the “minimum.”

(c) Except for any limitations on quantities in the Order Limitations clause or in the Schedule, there is no limit on the number of orders that may be issued. The Government may issue orders requiring delivery to multiple destinations or performance at multiple locations.

(d) Any order issued during the effective period of this contract and not completed within that period shall be completed by the Contractor within the time specified in the order. The contract shall govern the Contractor’s and Government’s rights and obligations with respect to that order to the same extent as if the order were completed during the contract’s effective period; provided, that the Contractor shall not be required to make any deliveries under this contract after one year beyond the contract’s effective period.

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. 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 the performance period of the contract.

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 the performance period of the contract or within 30 days after funds for the option year become available, whichever is later.

(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 **19 months**.

52.232-19 AVAILABILITY OF FUNDS FOR THE NEXT FISCAL YEAR. (APR 1984)

Funds are not presently available for performance under this contract beyond September 30 of the current calendar year. The Government's obligation for performance of this contract beyond that date is contingent upon the availability of appropriated funds from which payment for contract purposes can be made. No legal liability on the part of the Government for any payment may arise for performance under this contract beyond September 30 of the current calendar year, until funds are made available to the Contracting Officer for performance and until the Contractor receives notice of availability, to be confirmed in writing by the Contracting Officer.

THE FOLLOWING DOSAR CLAUSES ARE PROVIDED IN FULL TEXT:

CONTRACTOR IDENTIFICATION (JULY 2008)

Contract performance may require contractor personnel to attend meetings with government personnel and the public, work within government offices, and/or utilize government email.

Contractor personnel must take the following actions to identify themselves as non-federal employees:

- 1) Use an email signature block that shows name, the office being supported and company affiliation (e.g. “John Smith, Office of Human Resources, ACME Corporation Support Contractor”);
- 2) Clearly identify themselves and their contractor affiliation in meetings;
- 3) Identify their contractor affiliation in Departmental e-mail and phone listings whenever contractor personnel are included in those listings; and
- 4) Contractor personnel may not utilize Department of State logos or indicia on business cards.

(End of clause)

652.216-70 ORDERING - INDEFINITE-DELIVERY CONTRACT (APR 2004)

The Government shall use one of the following forms to issue orders under this contract:

(a) The Optional Form 347, *Order for Supplies or Services*, and Optional Form 348, *Order for Supplies or Services Schedule - Continuation*; or,

(b) The DS-2076, *Purchase Order, Receiving Report and Voucher*, and DS-2077, *Continuation Sheet*.

(End of clause)

652.232-70 PAYMENT SCHEDULE AND INVOICE SUBMISSION (FIXED-PRICE) (AUG 1999)

(a) General. The Government shall pay the contractor as full compensation for all work required, performed, and accepted under this contract the firm fixed-price stated in this contract.

(b) Invoice Submission. The contractor shall submit invoices in an original and *two* copies to the office address below: To constitute a proper invoice, the invoice shall include all the items required by FAR 32.905(e).

Financial Management Office
American Embassy
Ave. La Paz
Tegucigalpa, Honduras

(c) Contractor Remittance Address. The Government will make payment to the contractor's address stated on the cover page of this contract, unless a separate remittance address is shown below

652.242-70 CONTRACTING OFFICER'S REPRESENTATIVE (COR) AUG 1999)

(a) The Contracting Officer may designate in writing one or more Government employees, by name or position title, to take action for the Contracting Officer under this contract. Each designee shall be identified as a Contracting Officer's Representative (COR). Such designation(s) shall specify the scope and limitations of the authority so delegated; provided, that the designee shall not change the terms or conditions of the contract, unless the COR is a warranted Contracting Officer and this authority is delegated in the designation.

(b) The COR for this contract is the **Stabilization Officer**.

652.242-73 AUTHORIZATION AND PERFORMANCE (AUG 1999)

(a) The contractor warrants the following:

(1) That is has obtained authorization to operate and do business in the country or countries in which this contract will be performed;

(2) That is has obtained all necessary licenses and permits required to perform this contract; and,

(3) That it shall comply fully with all laws, decrees, labor standards, and regulations of said country or countries during the performance of this contract.

(b) If the party actually performing the work will be a subcontractor or joint venture partner, then such subcontractor or joint venture partner agrees to the requirements of paragraph (a) of this clause.

SECTION 3 - SOLICITATION PROVISIONS

FAR 52.212-1, INSTRUCTIONS TO OFFERORS -- COMMERCIAL ITEMS (FEB 2012), IS INCORPORATED BY REFERENCE. (SEE SF-1449, BLOCK 27A).

ADDENDUM TO 52.212-1

- A. Summary of instructions. Each offer must consist of the following:
- A.1. A completed solicitation, in which the SF-18, and Section 1 has been filled out.
- A.2. Information demonstrating the offeror's/quoter's ability to perform, including:
- (1) The name, address and telephone number of the offeror. Include the point of contact (or other liaison to the Embassy/Consulate).
 - (2) Evidence that the offeror/quoter operates an established business with a permanent address and telephone listing;
 - (3) List of clients, demonstrating prior experience with relevant past performance information and references.
 - (4) Evidence that the offeror/quoter can provide the necessary personnel, equipment, and financial resources needed to perform the work;
 - (5) Evidence that the offeror/quoter has all licenses and permits required by local law (see DOSAR 652.242-73 in Section 2).
 - (6) Offeror must return a technical proposal that clearly articulates capabilities and techniques required to perform inclusive tasks. The technical proposal shall include a detailed task itemized and scalable cost proposal.
 - (7) A list of the names, addresses, telephone numbers and references of subcontractors if applicable

ADDENDUM TO SOLICITATION PROVISIONS
FAR AND DOSAR PROVISIONS NOT PRESCRIBED IN PART 12

52.252-1 SOLICITATION PROVISIONS INCORPORATED BY REFERENCE (FEB 1998)

This solicitation incorporates one or more solicitation provisions by reference, with the same force and effect as if they were given in full text. Upon request, the Contracting Officer will make their full text available. Also, the full text of a clause may be accessed electronically at:

<http://acquisition.gov/far/index.html/> or <http://farsite.hill.af.mil/search.htm>

These addresses are subject to change. IF the FAR is not available at the locations indicated above, use of an Internet “search engine” (e.g., Yahoo, Infoseek, Alta Vista, etc.) is suggested to obtain the latest location of the most current FAR provisions.

The following Federal Acquisition Regulation solicitation provisions are incorporated by reference:

| <u>CLAUSE</u> | <u>TITLE AND DATE</u> |
|------------------|---|
| 52.214-34 | Submission of Offers in the English Language (APR 1991) |
| 52.225-25 | Prohibition on Contracting with Entities Engaging in Certain Activities or Transactions Relating to Iran—Representation and Certifications. (Dec 2012) |

SECTION 4 - EVALUATION FACTORS

- Award will be made to the lowest priced, acceptable, responsible offeror. The quoter shall submit a completed solicitation, including Sections 1.
- The Government reserves the right to reject proposals that are unreasonably low or high in price.
- The lowest price will be determined by multiplying the offered prices times the estimated quantities in “Prices - Continuation of SF-18”, and arriving at a grand total, including all options.
- The Government will determine acceptability by assessing the offeror's compliance with the terms of the RFQ **to include the technical information required by Section 3.**
- The Government will determine contractor responsibility by analyzing whether the apparent successful offeror complies with the requirements of FAR 9.1, including:
 - adequate financial resources or the ability to obtain them;
 - ability to comply with the required performance period, taking into consideration all existing commercial and governmental business commitments;
 - satisfactory record of integrity and business ethics;
 - necessary organization, experience, and skills or the ability to obtain them;
 - necessary equipment and facilities or the ability to obtain them; and
 - be otherwise qualified and eligible to receive an award under applicable laws and regulations.

**ADDENDUM TO EVALUATION FACTORS
FAR AND DOSAR PROVISION(S) NOT PRESCRIBED IN PART 12**

The following FAR provisions are provided in full text:

52.217-5 EVALUATION OF OPTIONS (JUL 1990)

The Government will evaluate offers for award purposes by adding the total price for all options to the total price for the basic requirement. Evaluation of options will not obligate the Government to exercise the option(s).