

## **STATEMENT OF WORK (SOW)**

### **1.0 General**

The U.S. Department of Homeland Security (DHS) Office of Partnership and Engagement's (OPE) mission is to ensure a unified approach to external engagement through coordination of DHS outreach efforts with critical stakeholders nationwide. OPE partners and conducts strategic engagements and outreach with state, local, tribal, territorial governments, elected officials, the private sector, faith-based and non-governmental organizations, academia, and communities. Additionally, OPE is responsible for enterprise management of multiple areas such as the Homeland Security Advisory Council, the Tribal Homeland Security Advisory Council, the Faith-Based Security Advisory Council, the Artificial Intelligence Safety and Security Board, the Homeland Security Academic Partnership Council, Strategic Engagement Coordination Council and the DHS Public Complaint and Feedback System.

OPE is comprised of the Front Office, the Office of Intergovernmental Affairs, the Private Sector Office, the Office of Non-Government Organizations Engagement, the Committee Management Office and Enterprise Management and Social Impact, which administers the "If You See Something, Say Something®" public awareness campaign.

#### **1.1 Background and Purpose**

This Task Order is in support of a one national public awareness campaign currently executed through the DHS Office of Partnership and Engagement (OPE); the "If You See Something, Say Something®" campaign. The Campaign operates national public awareness efforts, designed to combat terrorism, through comprehensive programs of public awareness, education for key law enforcement, industry, and community stakeholders.

The "If You See Something, Say Something ®" (S4) Campaign works to raise awareness of terrorism and terrorism-related crime, as well as the importance of reporting suspicious activity to state and local law enforcement. "If You See Something, Say Something®" is trademarked by the New York Metropolitan Transportation Authority and was licensed to DHS in 2010.

#### **1.2 Scope**

The purpose of this requirement is to obtain support for the program office to generate and implement strategic plans, educational and instructional product design and development, partnership approaches, and technical requirements. The requirement shall consist of a collection of services designed to develop and implement educational awareness and working group tools, with a concentrated focus on increasing comprehension among select audiences on key national security issues. The Contractor shall have the ability to effectively measure campaign efficacy for the "If You See Something, Say Something®" campaign. The Contractor shall work with the Government to ensure efficiency is measured throughout the process. It is imperative to the success of the program that outcome measures be built into each marketing outreach and awareness tactic to demonstrate the viability of each approach.

## **2.0 SPECIFIC REQUIREMENTS/TASKS**

The Contractor shall support the program office in generating and implementing strategic plans, product design, partnership approaches, and technical requirements for the Campaign.

The Contractor shall provide qualified personnel to perform all requirements specified in this Statement of Work.

### **2.1 TASK ONE. Project Strategy and Implementation**

**2.1.1** The contractor shall assist the Government in defining and updating campaign strategies, background, purpose and intended outcomes of the OPE-led public awareness campaign including:

- Primary (i.e., the focus of the campaign) and secondary (i.e., those that might influence the primary audience's response) audience(s)
- Desired audience outcome(s)
- Key messaging and resonance for each audience group.
- Communication channels for each audience type.
- A timeline for campaign implementation including key milestones to assess campaign efficacy.
- Monitor for any new outcomes or priorities from leadership to assist with updating campaign strategies.

- Support the planning, coordination, and implementation of these strategies as provided by the Government.
- 2.1.2** The Contractor shall execute partnership strategies for the campaign respectively. The partnership strategies include priorities for key partnerships necessary to implement the campaign. This includes the following activities:
- 2.1.2.1** The Contractor shall create a partnership process and support elements such as outreach templates and tracking documents.
- 2.1.2.2** The Contractor shall identify and propose a list of potential partners to assist with delivery of educational messages and materials.
- 2.1.2.3** The Contractor shall assist in the coordination and tracking of partnership engagement via the Campaign's shared email inbox.
- 2.1.3** The Contractor shall support the Government by delivering up-to-date, relevant, and meaningful means to communicate with the public. The Contractor will propose new and innovative strategies to keep the campaign relevant and effective in its communication with the public and its stakeholders. Public engagement and outreach support will facilitate the Government's mission to generate awareness surrounding key national security issues. Outreach for this task shall engage multiple stakeholders including, but not limited to, internal Government staff, internal contracted staff, nongovernmental organizations, private sector, state/local, tribal and territorial law enforcement and government representatives, interagency partners, and other organizations as identified by the Government. Campaign strategic outreach shall include, but not limited to, the following:
- 2.1.3.1** The Contractor shall draft communications for delivery and at the request of the Government deliver to audiences via email, social media, and printed content regarding anything managed by the Government, or related to the work conducted by this Task Order.
- Provide input and assist with edits to internal taskings.
  - Create talking points for events and senior leader presentations.
  - Deliver informational sessions to Government staff for improving public speaking and media relations.
  - Provide copyediting services for written documents.
  - Develop on-brand themes for posters, publications, or handouts.
  - Develop content for graphic designs, icons, images, or infographics with cultural competency.
  - Develop language for media releases, fact sheets, and other products that communicate about the Campaign.
  - Develop and maintain a tool to track current and future campaign partners with accurate contact information. The Contractor shall perform an audit twice a year to ensure all contact information is still valid. Facilitate media engagement (e.g., satellite media tours, press conferences, news releases) as well as community engagement (e.g., social media town halls).

- Develop, propose, and implement a strategy to capture appropriate data using Key Performance Indicators (KPIs) gained from the Campaign's various communication channels and stakeholder feedback/input. The Contractor shall develop this data into proposals for performance improving solutions.

**2.1.3.2** The Contractor shall complete necessary steps according to DHS for legal branding messaging. DHS branding and trademark rules and regulations apply.

The Contractor shall provide a list at the beginning of each quarter, proposing events, conferences, or internal/external engagement opportunities that may be appropriate for the Campaign to perform outreach support or attend. For events the Campaign elects to support or attend, the Contractor will update the OPE reporting portals with the required information. The Contractor will create supporting products to include background research, abstract development, submission tracking, creative development products, presentation materials and talking points.

- 2.1.4** The Contractor shall create new messaging based on existing research and provide research findings to increase public awareness and drive individuals and organizations, at various stages in behavior-based profiles, to address key national security issues. General messaging (national messaging for the general public) and tailored messaging (based on demographics and hazards) will be developed and tested.

## **2.2 TASK TWO. Project Management**

- 2.2.1** The Contractor shall assist the Government using project management tools and systems such as, using several software platforms which require platform-specific expertise (MS Power BI, Drupal, SharePoint, MS Teams, MS Teams Tasking, Generative Artificial Intelligence, etc.) in addition to providing the expertise needed to gather, analyze and develop performance metrics and improvement proposals from all major social media platforms.
- 2.2.2** The Contractor shall provide monthly reports as they relate to specific Campaign initiatives and projects.
- 2.2.3** The Contractor shall provide a bi-weekly accounting of all labor hours expended, as applicable, identifying the work performed and associated CLIN.
- 2.2.4** The Contractor shall provide ad-hoc, on-site support at various awareness events and trainings.

## **2.3 TASK THREE. Social Media**

- 2.3.1** In addition to creative content and outreach, messaging and content development will expand to include the administrative support and maintenance for various communication platforms, such as:
- Develop, schedule, and host social media events on various Campaign or partner platforms including, but not limited to X, Facebook, or Instagram.

- Coordinate with internal and external stakeholders to amplify social media messaging.
- Monitor daily postings to the website discussion boards.
- Monitor social media activity (e.g., hashtag mentions) regarding the Campaign or related topics.
- Provide monthly and ad-hoc social media content.

## **2.4 TASK FOUR. Product Creative Development and Training**

- 2.4.1** The Contractor will provide commercial art (custom, stock, illustrative), graphic design, infographics, and motion graphics/video that educate the public or partners on various Campaign program content as needed.
- 2.4.2** The Contractor will update, rewrite and/or edit existing materials and products as required by the Government. Types of services may include, but are not limited to, developing conceptual design and layouts, sketches, drawings, publication designs, typographic layouts, artwork including electronic artwork, infographics, mapping, and co-branding.
- 2.4.3** The Contractor shall brand all material consistently and, when needed, work with Campaign stakeholder organizations to co-brand materials as appropriate and in accordance with DHS standards and protocols.
- 2.4.4** The Contractor shall develop outreach and training tools to be approved by the Government and COR that will, in turn, be used for national, regional, state, local, tribal and territorial, non-governmental, and private sector organizations to support education on key national security issues. Tools will support efforts to effectively reach audiences and provide examples and activities for outreach engagement. Outreach tools may include online widgets and social media how-to, templates for promoting preparedness, and events, videos, activity how-to, toolkits, indicator cards, pamphlets and brochures, infographics, webinars, etc.
- 2.4.5** The Contractor will, as required by the COR in coordination with the PM, develop radio and television public service announcements and programming to promote public awareness of key national security issues. The request to spend these funds will be approved by the COR. Types of services may include, but not be limited to the development of radio or television, announcements, creative development of draft scripts and storyboards, TV monitoring, news clipping services, and ad tracking services.
- 2.4.6** The Contractor will, as required by the COR, design and develop scenario videos, infographics and animations for use in public and private transmissions. Video and film production include writing, directing, shooting, arranging for talent, narration, music and sound effects, duplication, distribution, video scoring and editing. The Contractor may be required to film in studios, on location, live shows, or events. In all instances, full ownership rights for Audio/Visual products belong to the Government. Audio/Visual material must meet DHS 508 compliance.
- 2.4.7** The Contractor will, as required by the COR, plan and execute photoshoots to obtain propriety photos for the campaign's use. This includes but is not limited to location scouting, talent procurement, props and staging needs, planning and day-of scheduling documents, studio rental, etc. Full ownership rights for Audio/Visual products belong to the Government.

Visual material must meet DHS 508 compliance.

**2.4.7.1** The Contractor will obtain all talent and required talent releases for use, direct mail, brochures, videos, and any other media authorized and used under this task.

**2.4.7.2** The Contractor will obtain usage rights for videos, photos, music, and any other media used in connection with communications efforts/projects.

**2.4.7.3** The Contractor will provide written documentation to the COR demonstrating the fulfillment of this requirement for each individual effort.

**2.4.8.** The Contractor shall employ creative design tools and programs/software to develop concept treatments and ideas for the Government to use to educate the media, organizations, communities, and the public. Multiple concepts shall be provided with options for a range of formats, including print, video, online formats, to be used in various media outlets.

**2.4.9** The Contractor shall execute product design strategies for the Campaign. The design strategy includes the purpose for each product, intended results, and measures of effectiveness for each product. This includes but is not limited to generating technical requirements for campaign activities such as strategic communications, marketing, and training development.

**2.4.10** The Contractor shall assist in developing and revising marketing materials as needed to fulfill Campaign obligations (such as co-branding for example). In the course of their normal work and communication, should a Campaign partner or stakeholder approach the vendor with free/donated placement opportunities, the vendor will convey such opportunities to the Program Manager and COR for review and approval within 10 business days.

## **2.5 TASK FIVE. Integrated Marketing**

**2.5.1** The Contractor must demonstrate a proven track record in executing successful paid media Out-of-Home (OOH) expertise in various marketing channels, including but not limited to; digital, print, radio, commercial broadcast, and social media and any other form of commercial advertising that the Government deems beneficial that's within the capabilities of the Contractor to plan, coordinate, purchase and deploy. The contractor will use FY24 market research obtained and provided by the Government to develop marketing, outreach and engagement strategies for FY25. The contractor will develop comprehensive marketing strategies that align with the government's goals and conduct market research and audience analysis to inform campaign planning.

**2.5.2** The Contractor will ensure the Government's websites are up-to-date, user-friendly, and aligned with the marketing strategies, performing routine audits to detect broken links, inaccessible materials or other issues that might affect users ability to access, download or navigate to information. The contractor shall regularly develop new webpages, update existing webpages and content, optimize website performance or perform edits as required by the Government. The Contractor will use web analytics tools to track and analyze website traffic and user behavior and provide detailed reports on website performance and propose data-driven improvements. Search Engine Optimization (SEO) optimizes websites, web pages and content for the purposes of ranking higher in search engines, like Google. The Contractor shall

implement SEO best practices in accordance with industry standards to improve website ranking and visibility, conduct keyword research and optimize web content accordingly.

## **2.6 TASK SIX. Research and Testing, Reporting and Metrics**

**2.6.1** The Contractor will perform analyses on Campaign outreach materials and activities in order to determine the effectiveness of Campaign efforts. As part of the research to generate these analyses, the contractor may use a variety of tools and techniques, such as surveys, focus groups, verbal outreach, and data collection. This also includes tracking of Google Analytics data.

**2.6.1.1** In collaboration with OPE the Contractor will establish a list of metrics that will be tracked during the fiscal year. This will include a definition for the measurement of success.

**2.6.1.2** Provide monthly reports on the effectiveness of social media activity.

**2.6.2** The Contractor will provide cognitive testing capabilities to test the impact of outreach messaging, training, exercises, and/or other user experiences.

**2.6.2.1** Cognitive testing groups shall have a minimum of 20 respondents, unless otherwise required by the Paperwork Reduction Act (PRA).

**2.6.3** The Contractor will provide targeted surveys and focus group capabilities to assess the impact of outreach messaging, training, exercises, and/or other user experiences.

**2.6.3.1** Focus groups will have a minimum of 20 respondents, unless otherwise required by the Paperwork Reduction Act (PRA).

**2.6.4** The Contractor will deliver reporting and metrics through the following methods:

- Deliver monthly reports outlined in each CLIN.
- Deliver ad-hoc status reports on various campaign projects.
- Conduct ad-hoc collection and analysis of survey results from trainings and events to include in after action reports.
- Conduct an end of year analysis report on performance of goals along with recommendations for improvement and/or refinement for the next fiscal year.

## **2.7 TASK SEVEN. Other Direct Costs (ODCs)**

**2.7.1** The Contractor will identify and procure placement opportunities for Campaign promotional materials such as out of home ads, posters, videos, radio ads, web ads. Placements may include but are not limited to the internet, airports, transportation hubs (such as bus stops and metro stations), and other high traffic public locations. Placements should take into account performance measures and ability to capture outcome metrics to demonstrate the success of ad placements in varying locations.

**2.7.1.1** The Contractor will secure third-party vendors for various placements, creative materials,

or other identified needs as approved by the Program Manager and COR.

- 2.7.2** The Contractor shall execute media buys for video and audio assets in English and Spanish markets. These buys will include, but are not limited to, the existing PSA, newly developed PSA(s), and infographic video(s). Should a Campaign partner or stakeholder approach the vendor with free/donated media opportunities, the vendor will convey such opportunities to the Program Manager and COR for review and approval within 10 business days.
- 2.7.3** The Contractor shall provide translation services for Campaign related material (print and digital) as provided by OPE with the stated goal of providing all relevant Campaign materials in English and Spanish. Additional languages may be requested based on the product and demand. S4 translation priorities will be determined by the Program Manager. Translators must be native speakers to ensure translations are culturally and grammatically aligned with the respective language. Translations should have dual party review to ensure accuracy. A second party (not the translator) should review the product prior to submitting to DHS.
- 2.7.4** The Contractor will pay actual costs associated with shipping materials to stakeholders, partners, for events, etc. Ship and print materials or other tools and resources to campaign stakeholders via an international carrier (FedEx, UPS, etc.).
- 2.7.4.1** The Contractor will provide shipping capability, and all associated costs will be reimbursed for actual shipping costs.
- 2.7.4.2** The Contractor will also provide the government visibility into expenses with account access and via monthly and ad-hoc reports at the request of the Government.
- 2.7.5** The contractor will support and coordinate official consultation with subject matter experts (SME) related to Campaign initiatives, materials, and/or events. SMEs can work remotely but may be required to attend in-person meetings and events as stated in task instructions. It is the responsibility of the Contractor to pay for all travel, expenses, and incidentals for the SMEs. All SME consultations must be pre-approved by the COR.

### **3.0 Qualified Personnel**

The Contractor will provide qualified personnel to perform all requirements specified in this SOW.

The Contractor will provide a Project Manager who will be responsible for all Contractor work performed under this contract. The Project Manager is further designated as *Key* by the government. The Project Manager shall be a single point of contact for the Contracting Officer and the Contracting Officer's Representative (COR). It is anticipated that the Project Manager be one of the senior level employees provided by the Contractor for this work effort. The Project Manager and all designated alternates shall be able to fluently read, write, speak and understand English.

The Project Manager shall be available to the Federal Program Manager and COR via telephone or e-mail five days a week between the hours of 9:00 AM and 5:00 PM ET and shall respond to a

request for discussion or resolution of technical problems within one hour of notification. If the Project Manager is scheduled to be out of the office, DHS requests at least three (3) days' notice and a designated point of contact during the Program Manager's absence. The Project Manager is responsible for developing and managing project plans and schedules based on assigned tasks as well as conducting weekly status update meetings with the Government. The Contractor is responsible for capturing and reporting notes from all meetings. Meeting notes will be provided to the COR and Program Manager within forty-eight hours (48) of the meeting.

### **3.1 Personnel Qualifications**

The Contractor shall be responsible for employing technically qualified personnel to perform the work specified in this statement of work. The Contractor shall maintain the personnel, organization, and administrative control necessary to ensure that the work delivered meets the government's specifications and requirements. The work history of each Contractor employee must contain experience directly related to work he/she is required to perform under this task order.

The Government reserves the right, during the life of this order, to request work histories on any contractor employee for the purposes of verifying compliance with the above requirements; additionally, the government reserves the right to review resumes of Contractor key personnel proposed to be assigned to this order before acceptance.

In addition, the contractor must have the demonstrated ability to reach out to a wide variety of subject matter experts in relevant fields, retain their services, and productively engage them in support of government requirements.

### **3.2 Continuity of Support**

The Contractor shall ensure that the contractually required level of support for this requirement is always maintained. The Contractor shall ensure that all contract support personnel are present for all hours of the workday. If for any reason the Contractor staffing levels are not maintained due to vacation, leave, appointments, etc., and replacement personnel will not be provided, the Contractor shall provide e-mail notification to the Contracting Officer's Representative (COR) prior to employee absence. Otherwise, the Contractor shall provide a fully qualified replacement.

### **3.3 Telecommuting**

Telecommuting by contractor personnel, with OPE authorized or issued equipment, is authorized under this order as approved by the COR (i.e., working outside a government or contractor facility).

### **3.4 Key Personnel**

Before replacing any individual designated as *Key* by the Government, the Contractor shall notify the Contracting Officer no less than 15 business days in advance, submit written justification for replacement, and provide the name and qualifications of any proposed substitute(s). All proposed substitutes shall possess qualifications equal to or superior to those of the *Key* person being replaced, unless otherwise approved by the Contracting Officer. The Contractor shall not replace *Key* Contractor personnel without approval from the Contracting Officer. The following Contractor personnel are designated as *Key* for this requirement.

- **Project Manager**

### **3.5 Government Furnished Resources/Information**

The Contractor shall use Government furnished information, data, and documents only for the performance of work under this contract and shall be responsible for returning all Government furnished information, data, and documents to the Government at the end of the performance period. The Contractor shall not release Government furnished information, data, and documents to outside parties without the prior and explicit consent of the Contracting Officer.

All materials developed by the Contractor for use during the performance of this contract, that use Government provided data, shall become sole property of the Government. Materials include but are not limited to: Standard Operating Procedures; database programs; database products; spreadsheet programs; spreadsheet products; search programs and products; Government business related training materials (e.g. training videos, orientation programs, manuals, etc.); studies; reports (e.g. on productivity, accuracy, etc.); quality analysis and data gathered. All such materials shall be delivered to the COR within 5 business days of the end of the period of performance.

### **3.6 Employee Identification**

#### **3.6.1** The contractor shall comply with all requirements for Employment Eligibility Verification (FAR 52.222-54).

Contractor employees visiting Government facilities shall wear an identification badge that, at a minimum, displays the Contractor name, the employee's photo, name, clearance-level and badge expiration date. Visiting Contractor employees shall comply with all Government escort rules and requirements. All Contractor employees shall identify themselves as Contractors when their status is not readily apparent and display all identification and visitor badges in plain view above the waist at all times.

#### **3.6.2** Contractor employees working on-site at Government facilities shall wear a Government issued identification badge. All Contractor employees shall identify themselves as Contractors when their status is not readily apparent (in meetings, when answering Government telephones, in e-mail messages, etc.) and always display the Government issued badge in plain view above the waist.

### **3.7 Employee Conduct**

Contractor's employees shall comply with all applicable Government regulations, policies and procedures (e.g., fire, safety, sanitation, environmental protection, security, "off limits" areas, wearing of parts of DHS uniforms, and possession of weapons) when visiting or working at Government facilities. The Contractor shall ensure Contractor employees present a professional appearance at all times and that their conduct shall not reflect discredit on the United States or the Department of Homeland Security. The Contractor shall ensure Contractor employees understand and abide by Department of Homeland Security established rules, regulations and policies concerning safety and security.

### **3.8 Removing Employees for Misconduct or Security Reasons**

The Government may, at its sole discretion (via the Contracting Officer), direct the Contractor to

remove any Contractor employee from DHS facilities for misconduct or security reasons. Removal does not relieve the Contractor of the responsibility to continue providing the services required under the contract. The Contracting Officer will provide the Contractor with a written explanation to support any request to remove an employee.

#### **4.0 PERIOD OF PERFORMANCE**

The period of performance for this order is for 12-months, from September 30, 2024 through September 29, 2025.

#### **5.0 PLACE OF PERFORMANCE**

The primary place of performance will be at the contractor's headquarters, within close or commuting proximity, to Washington, D.C. On occasion, however, there may be a need for performance to be conducted at Government site to attend meetings, perform services and/or inspections.

Office of Partnership and Engagement, MS 0385  
Department of Homeland Security  
2707 Martin Luther King Jr. Ave, SE  
Washington, D.C. 20528-0385  
Parking facilities are not provided at Federal Government Facilities.

#### **6.0 HOURS OF OPERATION**

The contractor shall perform routine tasks in this performance work statement during normal OPE daytime business hours, which are 8:30 a.m. – 5:00 p.m. ET. Times may be adjusted if operating in a different time zone or based on field requirements, only with prior COR approval. Provisions may be made for after-hours activities, including weekends and holidays, associated with the normal business of OPE with COR approval.

Services will generally not be required on the following Federal holidays (or any other holidays declared by the Government); however, the Contractor may be required to provide services on these days in support of mission critical situations.

- New Year's Day - 1 January
- Martin Luther King's Birthday - Third Monday in January
- Inauguration Day – January 20 (or 21<sup>st</sup> if the 20<sup>th</sup> is a Sunday)
- Washington's Birthday - Third Monday in February
- Memorial Day - Last Monday in May
- Juneteenth – 19 June (or as observed)
- Independence Day - 4 July
- Labor Day - First Monday in September
- Columbus Day - Second Monday in October
- Veterans Day - 11 November (or as observed)
- Thanksgiving Day - 4th Thursday in November
- Christmas Day - 25 December

No work shall be performed by Contractor personnel on Government facilities on Federal holidays or other non-workdays without prior written approval of the COR.

## **7.0 DELIVERABLES AND DELIVERY SCHEDULE**

Where a deliverable is required in draft form, the Contractor shall have 5 business days to deliver content. Where adjudication of comments and edits is required, the Contractor shall respond in a reasonable timeframe and update the deliverable to Government satisfaction. There shall be no assumption of approval of any materials, regardless of timeline.

The contractor shall be responsible for an effective quality assurance/control program for all deliverables, work products, and services performed under this contract. The contractor shall institute policies, procedures, and processes that will ensure all products meet contract requirements and will promote “continuous improvement” of the products and processes.

All deliverables shall be delivered to the Contracting Officer Representative (COR) and Government Program Manager (PM). The PM and COR will attend all meetings and briefings where deliverables or the execution of this contract will be discussed. The Contractor shall include the PM and COR in all communications related to this contract. All documents must be stored on the Government network or other location that has been expressly approved by the COR and Government PM.

| Deliverable  | CLIN              | Due Date   | Recipient          | Format  |
|--|-------------------|--|--------------------|---|
| Monthly Invoice to include summary of work completed               | 0001 through 0007 | Due the 15 <sup>th</sup> business day of each month                | Campaign POC & COR | Electronic format in mutually agreed upon format, Microsoft Word, PDF, etc. |
| Timeline for completion of projects based on SOW and deliverables. | 0001              | Due one week after contract award or option exercise.              | Campaign POC & COR | Electronic format in mutually agreed upon format, Microsoft Word, PDF, etc. |
| Monthly Performance Report   | 0001 through 0007 | Due the 5 <sup>th</sup> business day of each month                 | Campaign POC & COR | Electronic format in mutually agreed upon format, Microsoft Word, PDF, etc. |
| Ad-hoc calls for duration of project                               | 0001              | On-going activity as defined by written task instruction           | Campaign POC & COR | Electronic format in mutually agreed upon format, Microsoft Word, PDF, etc. |
| Conduct 1:1 media and public speaking training for S4 staff        | 0001              | One per quarter.   | Campaign POC & COR | Webinar or in-person format   |
| Develop overall Campaign Strategy                                  | 0001 and 0006     | Due No Later Than 60 days after contract award or option exercise. | Campaign POC & COR | Electronic format in mutually agreed upon format, Microsoft Word, PDF, etc. |
| Develop a product and partnership strategy                         | 0001 and 0006     | Due No Later Than 60 days after contract award or option exercise. | Campaign POC & COR | Electronic format in mutually agreed upon format, Microsoft Word, PDF, etc. |
| Ad-hoc strategic communications and data collection support        | 0001 and 0006     | On-going activity as defined by written task instruction           | Campaign POC & COR | Electronic format in mutually agreed upon format, Microsoft Word, PDF, etc. |

| Deliverable  | CLIN                 | Due Date   | Recipient          | Format  |
|--|----------------------|--|--------------------|---|
| Bi-annual report of events for possible S4 participation                             | 0001 and 0006        | Due by the 30 <sup>th</sup> day of the first and third quarter of the FY | Campaign POC & COR | Electronic format in mutually agreed upon format, Microsoft Word, PDF, etc.   |
| Provide ad-hoc reports as it relates to specific Campaign initiatives and projects   | 0006                 | On-going activity as defined by written task instruction                 | Campaign POC & COR | Electronic format in mutually agreed upon format, Microsoft Word, PDF, etc.   |
| Provide ad-hoc on-site support at various awareness events and trainings             | 0002                 | On-going activity as defined by written task instruction                 | Campaign POC & COR | In-person support   |
| Ad-hoc social media events   | 0003                 | On-going activity as defined by written task instruction                 | Campaign POC & COR | Electronic format in mutually agreed upon format, on various social media channels.   |
| Provide ad-hoc social media content for DHS owned social media platforms             | 0003                 | On-going activity as defined by written task instruction                 | Campaign POC & COR | Electronic format in mutually agreed upon format, Microsoft Word, PDF, etc.   |
| Provide monthly reports on the effectiveness of social media and paid media activity | 0001, 0003, and 0006 | Due the 15 <sup>th</sup> business day of each month.                     | Campaign POC & COR | Electronic format in mutually agreed upon format, Microsoft Word, PDF, etc.   |
| Complete a general awareness infographic video.                                      | 0004                 | Due No Later Than 60 days after contract award or option exercise.       | Campaign POC & COR | Electronic format in mutually agreed upon format, easily utilized by the DHS Campaign's various social media channels.  |
| Ad-hoc cobranding material development   | 0004                 | On-going activity as defined by written task instruction.                | Campaign POC & COR | Production ready, high resolution files (e.g., Adobe Suite, PDF) with all assets embedded (e.g., font outlines). Source files in native format (e.g. Adobe Suite, stock imagery, fonts, etc.) |

| Deliverable  | CLIN          | Due Date   | Recipient          | Format   |
|--|---------------|--|--------------------|--|
| Production of new and refresh of existing Campaign materials, products, and training module.   | 0004          | Ongoing activity as defined by written task instruction. | Campaign POC & COR | All relevant materials will be in English and Spanish (other languages as requested). All digital materials must be 508 compliant per DHS standards.                                       |
| Web Site Asset Assistance – Content, Imagery, and Media  | 0005          | On-going activity as defined by written task instruction | Campaign POC & COR | Electronic asset files (e.g., PNG, JPG, SVG, Microsoft Word, etc.). Web assets must adhere to industry best standards and best practices as defined by the W3C, WCAG 2.0, and Section 508. |
| Web Site Assistance  | 0005          | On-going activity as defined by written task instruction | Campaign POC & COR | Electronic asset files (e.g., PNG, JPG, SVG, Microsoft Word, etc.). Web assets must adhere to industry best standards and best practices as defined by the W3C, WCAG 2.0, and Section 508. |
| Ad-hoc website data reports  | 0005 and 0006 | On-going activity as defined by written task instruction | Campaign POC & COR | Electronic asset files (e.g., PNG, JPG, SVG, Microsoft Word, etc.). Web assets must adhere to industry best standards and best practices as defined by the W3C, WCAG 2.0, and Section 508. |
| Conduct research analyses on campaign outreach activities to include ongoing analysis of pre/post questionnaires and support of DHS-led focus group sessions | 0006          | On-going activity as defined by written task instruction | Campaign POC & COR | Electronic asset files (e.g., PNG, JPG, SVG, Microsoft Word, etc.). Web assets must adhere to industry best standards and best practices as defined by the W3C, WCAG 2.0, and Section 508. |
| Daily monitoring of the S4 inbox, to include correspondence with stakeholders about their requests.  | 0001          | On-going activity as defined by written task instruction | CAMPAIGN POC & COR | Electronic format in mutually agreed upon format, Microsoft Word, PDF, etc.  |
| Track and update the status of stakeholder inquiries.  | 0001          | On-going activity as defined by written task instruction | Campaign POC & COR | Sharepoint and other electronic format in mutually agreed upon format, Microsoft Word, PDF, etc.   |

| <b>Deliverable</b>   | <b>CLIN</b> | <b>Due Date</b>   | <b>Recipient</b>   | <b>Format</b>  |
|--|-------------|---|--------------------|--|
| Keep S4 contact lists updated in Sharepoint and GovDelivery.   | 0001        | On-going activity as defined by written task instruction  | Campaign POC & COR | Sharepoint and other electronic format in mutually agreed upon format, Microsoft Word, PDF, etc.   |
| Administer a nationally representative survey, preceded by a pilot.  | 0006        | Due no later than 30 days after contract award or option exercise or no later than 90 days after OMB approval | Campaign POC & COR | Electronic asset files (e.g., PNG, JPG, SVG, Microsoft Word, etc.). Web assets must adhere to industry best standards and best practices as defined by the W3C, WCAG 2.0, and Section 508. |
| List of metrics that will be tracked during the fiscal year  | 0006        | Due NLT 30 days after award of contract or option exercise.   | Campaign POC & COR | Electronic format in mutually agreed upon format, Microsoft Word, PDF, etc.  |
| Ad-hoc status reports on various campaign projects   | 0006        | On-going activity as defined by written task instruction  | Campaign POC & COR | Electronic format in mutually agreed upon format, Microsoft Word, PDF, etc.  |
| Ad-hoc collection and analysis of survey results from trainings and events to include after action reports | 0006        | On-going activity as defined by written task instruction  | Campaign POC & COR | Electronic format in mutually agreed upon format, Microsoft Word, PDF, etc.  |
| End of year analysis report  | 0006        | Due no later than 30 days prior to contract end.  | Campaign POC & COR | Electronic format in mutually agreed upon format, Microsoft Word, PDF, etc.  |
| Product Placement- digital and at-home Other Direct Costs (ODC)  | 0007        | On-going activity as defined by written task instruction  | Campaign POC & COR | Electronic format in mutually agreed upon format, on various social media channels.  |
| Ad-hoc event support (ODC)   | 0007        | On-going activity as defined by written task instruction  | Campaign POC & COR | Format varies dependent on task.   |

| <b>Deliverable</b>                          | <b>CLIN</b>   | <b>Due Date</b>   | <b>Recipient</b>   | <b>Format</b>   |
|---|---------------|---|--------------------|---|
| Ad-hoc translations (ODC)                   | 0007          | Ongoing activity as defined by written task instruction       | Campaign POC & COR | Electronic format in mutually agreed upon format, Microsoft Word, PDF, etc. |
| Shipping (ODC)                              | 0007          | On-going activity as defined by written task instruction      | Campaign POC & COR | Electronic format in mutually agreed upon format, Microsoft Word, PDF, etc. |
| Monthly and ad-hoc shipping expenses report | 0007 and 0006 | Due 5 <sup>th</sup> business day of each month if applicable. | Campaign POC & COR | Electronic format in mutually agreed upon format, Microsoft Word, PDF, etc. |
| Stakeholder consultation (ODC)              | 0007          | On-going activity as defined by written task instruction      | Campaign POC & COR | Electronic format in mutually agreed upon format, Microsoft Word, PDF, etc. |

## **8.0 POST-AWARD CONFERENCE**

The Contractor shall attend a virtual Post Award Conference conducted by the Task Order CO and other DHS officials within three (3) business days after the date of award or as coordinated by the CO. The purpose of the Post Award Conference, which will be chaired by the CO, is to discuss contracting objectives of this task order.

## **9.0 KICK-OFF MEETING**

The Contractor shall attend a Kick-Off meeting with the COR and members of the Program Office no later than 4 business days after the date of award. The purpose of the Kick-Off meeting, which will be chaired by the COR, is to discuss the technical objectives of this task order. The Kick-Off meeting will be held at the Government's facility, located in Washington, DC. The specific address for the location of the meeting will be provided upon task order award.

## **10.0 MONTHLY PERFORMANCE REPORT**

The Contractor shall provide a Monthly Performance Report to the Contracting Officer and COR via electronic mail on the 5th business day of the month following the month being reported. This report shall include a summary of all Contractor work performed, including a breakdown of labor hours by labor category, schedule status, any travel conducted and any Contractor concerns or recommendations for the previous reporting period. The status report shall also identify the work in progress such as the number of actions completed or processed

and a projection of work to be started and completed in the following month.

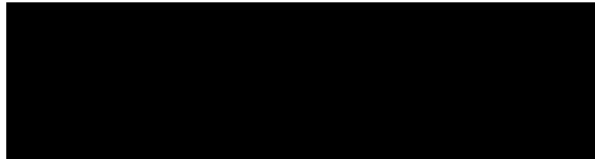
## **11.0 CONTRACTING OFFICER**

The Contracting Officer is the only individual who can legally commit or obligate the Government for the expenditure of public funds and authorize revisions of the terms and conditions of this task order. The Contracting Officer shall authorize any such revision in writing.

The Contracting Officer is: Matthew Wetzel  
Department of Homeland Security  
Office of Procurement Operations  
E-mail: Matthew.Wetzel@hq.dhs.gov

## **12.0 CONTRACTING OFFICER'S REPRESENTATIVE (COR)**

The CO will designate in writing a COR to assist in monitoring the work under this task order. The COR is responsible for the technical administration of the task order and technical liaison with the Contractor. The COR is not authorized to change the scope of work or specifications as stated in the task order, to make any commitments or otherwise obligate the Government or authorize any changes which affect the task order price.



Note: The COR's contact information will be provided at task order award.

## **12.0 INVOICE AND PAYMENT PROVISIONS**

Invoices shall be prepared in accordance with FAR 52.212-4 Contract Terms and Conditions—Commercial Products and Commercial Services (Nov 2023) Alternate I (Nov 2021) (g) Invoice.

The Contractor shall invoice for services rendered in accordance with the final pricing Schedule. The Contractor shall indicate the associated CLIN and dollar amount invoiced.

In addition to invoice preparation as required by the FAR, the Contractor's invoice shall include the following information:

- a) Cover sheet identifying DHS;
- b) Task Order, and GSA MAS Contract Number;
- c) Modification Number, if any;
- d) Unique Entity Identifier (UEI) number;
- e) Month services provided
- f) CLIN and Accounting Classifications

- g) Supporting documentation, to include labor categories, rates, and hours burned for the billing period; contractor employee name; total cumulative hours to date and dollar amount for contractor employees.

The Contractor shall submit one invoice by the 5<sup>th</sup> day of each month (or as otherwise approved by the COR).

Invoices shall be submitted no more than once per month.

The Contractor shall submit the invoice electronically to the address below:

E-mail: [REDACTED]

Simultaneously provide an electronic copy of the invoice to the following individuals at the addresses below:

[REDACTED]

### **13.0 DISCLOSURE OF INFORMATION – OFFICIAL USE ONLY**

Each officer or employee of the Contractor or Subcontractor at any tier to whom “Official Use Only” information may be made available or disclosed shall be notified in writing by the Contractor that “Official Use Only” information disclosed to such officer or employee can be used only for a purpose and to the extent authorized herein, and that further disclosure of any such “Official Use Only” information, by any means, for a purpose or to an extent unauthorized herein, may subject the offender to criminal sanctions imposed by 18 United States Code (U.S.C.) Sections 641 and 3571. Section 641 of 18 U.S.C. provides, in pertinent part, that whoever knowingly converts to his use or the use of another, or without authority sells, conveys, or disposes of any record of the United States or whoever receives the same with the intent to convert it to his use or gain, knowing it to have been converted, shall be guilty of a crime punishable by a fine or imprisoned up to ten (10) years or both.

Contractor employees shall safeguard this information against unauthorized disclosure or dissemination in accordance with DHS MD 11042.1, Safeguarding Sensitive but Unclassified (For Official Use Only) Information. The Contractor shall ensure that all Contractor personnel having access to business or procurement sensitive information sign a non-disclosure agreement (DHS Form 11000-6).

### **14.0 SECURITY**

Contractor access to sensitive and unclassified information may be required under this task order. Contractor employees shall safeguard this information against unauthorized disclosure or dissemination.

### **Requests for Exception to U.S. Citizenship Requirement**

Special procedures apply for exception to the requirement that persons accessing DHS systems be U.S. citizens. Under normal circumstances, only U.S. citizens are allowed access to DHS systems and networks; but there is a need at times to grant access to foreign nationals. Access for foreign nationals is normally a long-term commitment, and exceptions to citizenship requirements are treated differently from security policy waivers. Exceptions to the U.S. citizenship requirement should be requested by completing a Foreign National Visitor Access Request, DHS Form 11052-1, which is available online or through the DHS Office of the Chief Security Officer (OCSO). Components who have access may file their request via the Foreign National Vetting Management System (FNVMS), a part of the DHS OCSO Integrated Security Management System's (ISMS). For further information regarding the citizenship exception process, contact the DHS OCSO

This Policy Directive and the DHS 4300A Sensitive Systems Handbook apply to all DHS employees, contractors, detailees, others working on behalf of DHS, and users of DHS information systems that collect, generate, process, store, display, transmit, or receive DHS information unless an approved waiver has been granted. This includes prototypes, telecommunications systems, and all systems in all phases of the Systems Engineering Life Cycle (SELC).

### **Post-Award Instructions Regarding Security Requirements for Non-Classified Contracts/Orders**

The procedures outlined below shall be followed for the DHS Office of the Chief Security Officer (OCSO), Personnel Security Division (PSD) to process background investigations, Entry on Duty determinations, and fitness determinations, as required, in a timely and efficient manner.

Carefully read the security clauses in the contract. Compliance with the security clauses in the contract is not optional.

Contractor employees (to include applicants, temporaries, part-time and replacement employees) under the contract, requiring access to sensitive information, shall undergo a position-sensitivity analysis based on the duties each individual will perform on the contract. The results of the position sensitivity analysis shall identify the appropriate background investigation to be conducted. All background investigations will be processed through the DHS OCSO-HQS PSD. Prospective contractor employees shall complete and submit a combination of the below forms to the DHS OCSO-HQS PSD. The Standard Form (SF) 85 must be completed electronically through the Office of Personnel Management's e-QIP SYSTEM. The SF-85 signature pages and other completed forms must be given to the OCSO-HQS PSD no less than thirty days before the start date of the contract or thirty (30) days prior to the requested entry on duty date, for all contractor employees whether a replacement, addition, subcontractor employee, or vendor. OCSO-HQS PSD does not process any requests until the contract has been awarded and released from PRISM to FPDS and ERA by extension.

a. Standard Form (SF) 85 Questionnaire for Public Trust Positions

i. SF-85P Certification

ii. SF-85P Authorization for Release of Medical Information

b. FD Form 258 Fingerprint Card (2 copies) or Identity Enrollment Services

c. DHS Form 11000-6 Conditional Access to Sensitive but Unclassified Information Non-Disclosure Agreement

d. DHS Form 11000-9 Disclosure and Authorization Pertaining to Consumer Reports Pursuant to the Fair Credit Reporting Act

e. OF-306 Form, Declaration for Federal Employment

Only complete packages will be accepted by the DHS OCSO-HQS PSD. Specific instructions on submission of packages will be provided upon award of the contract.

The DHS OCSO-HQS PSD may, as it deems appropriate, authorize, and grant a favorable Entry on Duty (EOD) decision based on preliminary checks. A favorable EOD decision allows a contractor employee to commence work temporarily prior to the completion of the full background investigation. The granting of a favorable EOD decision shall not be considered as assurance that a favorable fitness determination will follow. In addition, a favorable EOD or fitness determination shall in no way prevent, preclude, or bar DHS from withdrawing or terminating access to government facilities or information, at any time during the term of the contract. No employee of the Contractor shall be allowed unescorted access to a Government facility without a favorable EOD or fitness determination by the DHS OCSO-HQS PSD.

Limited access to Government buildings is allowable without an EOD decision if the Contractor is escorted by a Government employee and the purpose of the visit is to attend a limited number (less than 5) of required briefings or nonrecurring meetings in order to facilitate the transition of a contract. The intent of this statement is to allow a minimum amount of meetings/transition attendances to prepare for a new contract.

The DHS Security Office shall be notified of all terminations /resignations within five (5) days of occurrence. The Contractor shall return to the Contracting Officer Technical Representative (COR) all DHS issued identification cards and building passes that have either expired or have been collected from terminated employees. If an identification card or building pass is not available to be returned, a report shall be submitted to the COR, referencing the pass or card number, name of individual to who it was issued and the last known location and disposition of the pass or card.

When sensitive Government information is processed on Department telecommunications and automated information systems, the Contractor shall provide for the administrative control of sensitive data being processed. Contractor personnel must have favorably adjudicated background investigations commensurate with the defined sensitivity level. Contractors who fail to comply with Department security policy are subject to having their access to Department IT systems and facilities terminated, whether or not the failure results in criminal prosecution. Any person who improperly discloses sensitive information is subject to criminal and civil penalties and sanctions under a variety of laws (e.g., Privacy Act).

Failure to follow these instructions may delay the completion of suitability determinations and background checks. Note that any delays in this process that are not caused by the government do not relieve a contractor from performing under the terms of the contract.

Your POC at the Security Office is:

DHS OCSO/PSD Security Customer Service Center Telephone: [REDACTED]

E-mailbox: [REDACTED]