

SECTION II – STATEMENT OF WORK

1.0 GENERAL

The Department of Homeland Security (DHS), Office of Partnership and Engagement (OPE), coordinates the Department of Homeland Security's outreach efforts with critical stakeholders nationwide, including State, Local, Tribal, Territorial (SLTT) governments, SLTT elected officials, SLTT law enforcement, the private sector, and colleges and universities, ensuring a unified approach to external engagement. OPE advocates and represents interests of these stakeholders through the Department's policy making process and as a conduit for the Secretary to engage with stakeholders or share information.

2.0 BACKGROUND AND PURPOSE

The Office of Partnership and Engagement is the headquarter-level organization that provides the Secretary with current unfettered information for policy discussions and the strategic decision-making process. OPE's mission is to ensure a unified approach to external engagement through the coordination of DHS outreach with critical stakeholders. The strategic results of our efforts will foster safer communities by enabling greater awareness of the Department's efforts across the Homeland Security Enterprise.

The Office will enhance the transparency of the Department's public complaint and feedback processes and establish a framework to formalize Department reporting. With the establishment of the DHS Public Complaint and Feedback System (PCFS) Working Group and institutionalization of their initiatives, DHS will have demonstrated cognizable improvements in its ability to understand management of their complaint and feedback systems and processes; resolution tracking and controls; and enhanced reporting on Department complaint and feedback operations, programs, and policies. Progress on achieving the cooperative collaboration of the DHS Public Complaint and Feedback System Working Group will be reported to the DHS senior leadership and shared during semiannual congressional briefings.

The OPE Mission Support (Front Office) will enhance the transparency of processes and establish a reporting framework to formalize internal management reporting, including its participation in the Department PCFS effort, as well as its collaboration and coordination across the Department . With the additional reporting capability and data and program services for OPE initiatives, DHS will have demonstrated cognizable improvements in its ability to highlight the work being done across the office and its processes; resolution tracking and controls; and provide enhanced mission and function execution, including policy and organizational directive implementation. Progress on OPE's delegated authorities will be used to report to DHS senior leadership and may be incorporated or compiled for Congressional briefings, reporting, and testimony, and other important governance, and public communication, marketing, and engagement products.

3.0 SCOPE OF WORK

The purpose of the PCFS WG 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 to support the PCFS Working Group and buildout a Public Complaint and Feedback (PCF) framework. The PCF program will capture key outcomes and solutions to augment the processes and systems that are in place at the component-level to enhance PCF awareness across the DHS Enterprise for components that have public facing operational systems and equities. The requirement shall consist of a collection of services designed to develop and implement tools, with a concentrated focus on increasing best practices and awareness among select audiences on key PCF matters. The Contractor shall have the ability to effectively measure efficacy for the OPE Program Office and shall work with the Government to ensure it is measured throughout the process. It is imperative to the success of the program that outcome measures be built into each strategy and tactic to demonstrate the viability of each approach.

The purpose of the OPE Front Office requirement is to obtain support for OPE to generate and implement strategic plans, educational and instructional product design and development, partnership approaches, and technical requirements in support of OPE operations, and to buildout frameworks. OPE will capture key outcomes and solutions to enhance awareness across all OPE areas. The requirement shall consist of a collection of services designed to develop and implement tools, with a concentrated focus on increasing best practices and awareness among select audiences on key OPE- direct and indirect mission matters. The Contractor shall have the ability to effectively measure efficacy for the assigned OPE Program Office and shall work with the Government to ensure it is measured throughout the process. It is imperative to the success of the program that outcome measures be built into each strategy and tactic to demonstrate the viability of each approach.

4.0 SPECIFIC REQUIREMENTS/TASKS

The Contractor shall support the Public Complaint and Feedback System Working Group (PCFS WG) and OPE Mission Support (Front Office) in generating and implementing strategic plans, product design, partnership approaches, and technical requirements for each of requirements specified in this Statement of Work.

4.1 COMMUNICATIONS DASHBOARD AND BUSINESS METRICS

The Contractor shall work with the government to provide a communications dashboard that captures key data across the components with public facing operations with PCF systems and equities; Key data across the OPE organization; and, provide data and statistical analyses services on an ongoing basis. This shall include text analytics and research on the various component PCF systems, processes, and policies as well as OPE organization areas. The contractor shall work with the government to develop and implement a strategy to capture key metrics and data across the components on its systems and processes related to its public complaint feedback programs. In addition, the contractor will work with the OPE Program Office to capture key metrics and data across the OPE areas, programs, and initiatives. The strategy shall include key outcomes, and data organized and depicted it in a manner that can be used for executive level briefings and other materials. It may include, but is not limited to data on the: number of complaints over time (by component, geographic area, type of complaint),

number of open complaints, key feedback areas and outcomes, timeliness of response to complaint and feedback, recommendations to enhance component-level PCF programs, tracking policy and training recommendations and updates, program efficiency and efficacy, component-level PCF efficiencies, flagging critical areas for action, etc. The strategy shall also include OPE mission support key outcomes, and data organized and depicted in a manner that can be used for executive level briefings and other materials. It may include, but is not limited to data on the number of mission support initiatives over time (by component, geographic area, type of initiative), number of current initiatives, key areas and outcomes, timeliness of responses, recommendations to enhance OPE programs, tracking policy and training recommendations and updates, program efficiency and efficacy, OPE efficiencies, flagging critical areas for action, etc. It shall include the ability to drill down into data and present the data in a manner that shows trends overtime overlaid on graphics that depict key areas of importance for the PCFS Working Group and OPE organization areas. The contractor shall coordinate with PCFS Working Group and other OPE representatives to obtain key OPE organization and organization area-level data, provide the necessary solutions to integrate into multiple types of systems where data already exists at each component with PCF systems and equities and within the OPE organization. The dashboard shall include all necessary operations and maintenance, support services, service calls, training, updates, be FedRAMP certified with the ability to integrate with DHS systems. The Contractor shall conduct user acceptance testing and provide the necessary updates that are needed to enhance the user experience with the dashboard prior to implementation.

4.2 GRAPHICS AND STRATEGIC COMMUNICATIONS SUPPORT SERVICES

The Contractor shall develop a PCFS Working Group Communications Strategy and OPE Communications Strategy; tracking measures to improve the program and front office operations; and implement the directives of the OPE Assistant Secretary, congressional mandate for the PCFS Working Group, and other relative OPE Front Office directives. The Contractor shall include in outcome(s); key messages that resonate with each audience; and, key milestones to assess program efficacy. Moreover, the contractor shall research and analyze relevant trends throughout the DHS and other organizations in order to assist with updating program strategies.

The Contractor shall execute product design strategies for the program. The design strategy includes the purpose for each product; the intended result of each product; and the measures of effectiveness for each product. This includes, but is not limited to, generating activities such as strategic communications, marketing, training material development, or a refresh of existing program materials, products, or training modules.

This task shall engage multiple stakeholders including, but not limited to, internal component-level staff, internal contracted staff, nongovernmental organizations, private sector, state/local law enforcement and government representatives, interagency partners, Congressional Representatives, and the public. Provide key data and other input and assist with edits to:

Congressional responses.

- Talking points for events and senior leader presentations.
- Professional editing for written documents.

- Professional layouts for posters, publications, or handouts.
- Content for graphic designs, icons, images, or infographics.
- Language for fact sheets.
- Collect data/metrics from Program stakeholders as applicable.

The Contractor shall complete necessary steps according to DHS for legally branding messaging. DHS branding and trade-marking rules and regulations apply. The Contractor shall provide support for background research, abstract development, submission tracking, and presentation materials.

4.3 RESEARCH AND TESTING, REPORTING AND METRICS

The Contractor shall perform analyses on Program Office outreach materials and activities in order to determine the effectiveness of our efforts. As part of the research to generate these analyses, the Contractor may utilize a variety of tools and techniques, such as surveys, focus groups, verbal outreach, data collection, analyses of survey results from trainings, and include an after-action report. In collaboration with the DHS Programs Office the Contractor shall establish a list of metrics that will be tracked during this fiscal year. This will include working with the government to define and track success measures for the PCF and PCFS WG programs as well as for OPE organization areas. The Contractor shall provide capabilities to test the impact of outreach messaging, training, exercises, including data on user experiences.

4.4 EXECUTE MONTHLY REPORTS

The Contractor shall deliver reporting and metrics through the following methods:

Deliver a monthly status report on component-level program project status, including any PCFS Working Group advisory bodies, subcommittees, OPE programs, processes, operations, and initiatives, as well as related areas.

Conduct a monthly collection and analyses of survey results from trainings and events to include after action reports.

Conduct end of year analysis report on performance of goals along with recommendations for improvement and/or refinement for the next fiscal year.

The Contractor shall conduct research into all areas outlined in the PCFS charter and create a plan to provide enhanced user experiences based on existing and new research findings, to drive PCF program utilization to individuals and organizations, at various stages of PCF issues. Additionally, the Contractor shall conduct research into specific OPE mission support areas and create a plan to provide enhanced user experiences based on existing and new research findings, to drive efficient and effective program, processes, operations, and initiatives at their various stages of design, development, and implementation.

4.5 CONSULTATION WITH SUBJECT MATTER EXPERTS

The Contractor shall support and coordinate official consultation with Subject Matter Experts (SMEs) related program initiatives, materials, or events. This may include recruiting and working with stakeholders to implement their feedback into any and all deliverables. SMEs can work remotely but may be required to attend in-person meetings and events as stated in task instructions. Any travel related expenses to perform this task must be pre-coordinated with the Contracting Officer's Representative.

5.0 CONTRACTOR PERSONNEL

5.1 Key Personnel

The following Contractor personnel are designated as Key for this requirement.

- Junior Information Technology Project Manager

The Junior Information Technology Project Manager shall be a single point of contact for the Contracting Officer and the Contracting Officer's Representative (COR). During any absence of the Junior Information Technology Project Manager (Primary) only one alternate Junior Information Technology Project Manager shall have full authority to act for the Contractor on all matters relating to work performed under this task order.

Qualifications. Information Technology Project Manager - Plan, initiate, and manage information technology (IT) projects. Lead and guide the work of technical staff. Serve as liaison between business and technical aspects of projects. Plan project stages and assess business implications for each stage. Monitor progress to assure deadlines, standards, and cost targets are met.

5.2 Qualified Personnel

The Contractor shall provide qualified personnel to perform all requirements specified in this SOW. The Contractor shall maintain the personnel, organization, and administrative control necessary to ensure that the work delivered meets the Government's specifications and requirements.

5.3 Employee Identification

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.

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 display the Government issued badge in plain view above the waist at

all times.

5.4 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 Project Manager shall ensure Contractor employees understand and abide by Department of Homeland Security established rules, regulations and policies concerning safety and security.

5.5 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. completed forms must be returned to the DHS COR with a copy sent to the Contracting Officer).