

PERFORMANCE WORK STATEMENT (PWS)

***U.S. Fire Administration (USFA)
Publications and Media Production Center (PMPC) Support Services***

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1. Background

From an organizational standpoint, the PMPC falls within the Department of Homeland Security (DHS) / Federal Emergency Management Agency (FEMA) / U.S. Fire Administration (USFA) / National Fire Programs (NFP) Directorate / Prevention and Information Branch. The PMPC is located at the National Emergency Training Center (NETC), home of the USFA and the Emergency Management Institute (EMI), which from an organizational standpoint falls within

DHS / FEMA / Protection and National Preparedness / National Preparedness Directorate /
National Training and Education.

PMPC has several responsibilities:

- 1) Order processing and inventory management of all USFA print publications to external stakeholders.
- 2) Operations and staffing of a USFA Publications Center storefront that serves visiting National Fire Academy (NFA) students with information about USFA fire prevention and life safety outreach material, fire and emergency medical services (EMS) operations, management and safety material and other USFA communication products.
- 3) Liaison support for printing services for all USFA offices and staff.
- 4) Professional graphic design and media production services for USFA and Emergency Management Institute (EMI) staff.

PMPC graphic design staff are USFA's "brand ambassadors" creating visual design assets that highlight and elevate USFA's brand and ensure our position as a trusted leader in the field of fire and emergency medical services.

As our organization continues to move from print-based graphic design output to digital graphic design output, USFA relies on PMPC to recommend best digital design practices. PMPC must keep up with professional design practices as well as ensure the USFA is providing high quality visual communication assets that are produced to be used in the digital space.

PMPC staff operate the USFA's Publications Center. The USFA Publications Center is a "storefront" for NFA students and visitors where they learn about USFA's outreach material and can browse our inventory of free hard copy material to take with them or order for delivery to their local fire/ems departments. Along with staffing the USFA's Publications Center, staff manage:

- USFA's on-line publications catalog and ordering system.
- Hard-copy publications stock status.
- Printing requirements for USFA staff via interface with FEMA's printing office.
- USFA's publication warehousing and distribution via interface with the Government Printing Office's (GPO) Pueblo, Colorado facility.

2. Objective

To assist fire and emergency services departments in meeting their responsibilities, the U.S. Fire Administration (USFA) provides a wide variety of free information resources through its Publications and Media Production Center (PMPC). The PMPC also provides a full range of in-house graphic design and media production services. The objective of this requirement is to obtain Contractor support in the PMPC.

3. Overview / Scope

There are approximately 220 hardcopy items available for order by the public through the PMPC. Please reference Appendix A concerning Projected/Historic Levels of Effort/Levels of Production.

PMPC manages all USFA publications orders through input, processing, and mailing/distribution assignments sent to the Government Printing Office's (GPO's) distribution facility located in Pueblo, CO. PMPC provides publication design and publishing services (digital and print ready);

maintains printing masters; provides technical support for printing services; and maintains publications management records for USFA's internal operating organizations. PMPC provides professional, customer oriented graphic design and media production services for USFA and EMI to support a wide range of program and campus activities. *[Please note: the PMPC does not provide support for EMI publications operations.]* The PMPC provides routine customer service related to USFA's publications material and promotional information covering USFA outreach material and programs to internal and external USFA customers. Customer service is provided to walk-in student customers, online, phone, fax and mail requests.

4. Applicable and/or Compliance Documents

- USFA Branding and Style Guide
- FEMA Publication Guidelines
- Section 508 Compliance Requirements
- Standard Operating Procedures (SOPs)
- PWS Appendix A – Projected / Historic Levels of Effort / Levels of Production
- Task Request Forms*

**Government Project Monitors (GPM) are Government employees serving as a technical representative for specific USFA programs. The GPMs prepare task requests and forward to the COR for review and approval. The COR forwards approved task requests to the Contractor, and the GPM will provide any needed directions / instructions.*

5. General Requirements

5.1 Project Administration

The Contractor is encouraged to propose alternative, efficient solutions and procedures as referenced in this document or in the SOPs.

The Contractor shall:

- Propose a monthly report format to the Contracting Officer's Representative (COR) within 30 days of the start of the base period of the new contract. The Contractor may propose changes/consolidation of the current reporting requirements for greater effectiveness and efficiency.
- Maintain a file of official correspondence received by the PMPC according to the FEMA Records Maintenance and Disposition Manual.
- The Contractor shall also ensure that it attends and completes all DHS/FEMA mandated training.

5.2 Professional Development

The Contractor shall provide online or in person professional training opportunities for design staff to stay current with the latest industry utilized professional design standards and upgrades/advances in design software knowledge and usability.

6. PMPC Support Tasks

The Contractor shall provide support as follows. Concerning these tasks, the SOPs describe workflow and processes. While the Contractor may propose changes to increase efficiency, implementation of these changes is subject to COR approval. The Contractor, NOT the Government, shall train personnel as necessary in all standard PMPC operations.

6.1 Publication Operations

- 6.1.1 Manage publication orders, processing, and mailing assignments through the Publications Ordering Management System (POMS) or FEMA-designated system. Enter all orders not received through the USFA website into POMS. An average of 80% – 90% of the orders are received through USFA’s website and require minimal data processing. An average of 90% of orders received are reviewed and electronically exported by PMPC staff for packaging and distribution/ mailing at GPO’s Pueblo, CO distribution facility. Requests for publications shall be processed and prepared for shipping within 72 hours of receipt.
- 6.1.2 Using POMS, run reports and add or edit publications records as required to reflect an item’s print copy or online availability and notify the COR of all changes.
- 6.1.3 Track publications inventory at the NETC Warehouse and GPO’s Pueblo, CO facility. Review weekly stock status reports. NETC inventory shall be entered and monitored using POMS or FEMA-designated system. Notify the COR when inventory at both locations require replenishment. Replenish inventory as required for the NETC Warehouse.
- 6.1.4 Interface with GPO’s Pueblo, CO warehouse staff as required to maintain USFA publications, order processing, fulfillment, shipping and distribution.
- 6.1.5 Maintain on-campus publications displays and retrieve publications order forms from the NETC campus publications order form drop boxes as needed for order input and processing. Stock shelves in Publications area storage and displays as needed. Order forms shall be stocked and picked up from the displays at least twice a week. Publications displays shall be changed quarterly.
- 6.1.6 Provide customer support and respond to information requests related to USFA publications. Customer requests may be received via walk-in National Fire Academy (NFA) students, USFA staff/Government personnel, on-campus visitors, email, phone, fax and mail. Provide support at on-campus events/activities.
- 6.1.7 Conduct informational welcome sessions to NFA classes and other groups upon request in the publication’s office between the hours of 8:30 a.m. - 10:30 a.m. and 1:30 p.m. - 3 p.m. These sessions shall highlight USFA publications and program information.

6.2 Printing Services

The Contractor shall provide technical support related to printing services to USFA staff and Contractors.

- 6.2.1 Provide technical assistance to USFA staff and Contractors on FEMA and GPO printing standards and processes. Technical assistance includes acquiring estimates from GPO and preparation of FEMA's printing requisition form (for review, approval, and signature of pertinent USFA staff) bindery requirements/recommendations, proofs, and number of copies to print. Interface with GPO, GPO Contractors, and FEMA Headquarters printing staff as required to ensure printed products are prepared and delivered according to specification. Quality review of all print proofs and final products received to ensure final print product meets all requested specifications.
- 6.2.2 Create and maintain a job file for all printing requisitions. The file shall contain forms, correspondence, and working papers, as well as tracking information to record the status of printing requisitions and related print materials from initial job submission to completion.
- 6.2.3 Maintain a file plan for archived and current publication masters, ensuring they are up to date and maintained for easy access and preservation.
- 6.2.4 Prepare annual publications printing determination requests and send to USFA staff publication owners with a list of information product(s) maintained by the PMPC. Based on feedback received, prepare yearly printing projections and estimated cost to print. Printing determination requests include the following categories for selection:
 - 1) Reprint as is
 - 2) Convert to online only, no reprint
 - 3) Recycle remaining stock
 - 4) Update and reprint
 - 5) Update and convert to online only, no reprint

6.3 Graphic Design & Media Production Services

The Contractor shall provide professional, innovative, high quality graphic design and media production services for USFA and EMI customers. The Government provides all graphic design software.

- 6.3.1 The Contractor shall be required to work at a professional level on the following software packages, but not limited to:
 - Adobe Creative Suite Design
 - Adobe Creative Suite Production Studio
 - Autodesk 3D Studio Max
 - Microsoft Office Suite
- 6.3.2 Graphic design and production support shall include, but is not limited to:
 - Publication layout and design for all USFA and a limited number of EMI informational products such as multipage reports, manuals, guides, training material, brochures, factsheets, handouts/flyers, and infographics

- Publication prepress and digital formatting
 - Illustrations
 - 2D and 3D animations/simulations
 - Animated and motion graphics video productions
 - Program logos/graphics
 - Posters, displays and exhibit material
 - Production work shall include, but is not limited to large format printing, laminating, mounting and trimming final media products. Contractor shall be knowledgeable of and able to operate large format printers, mounters and laminators.
- 6.3.3 Provide design proofs to illustrate concepts of finished products. Consultation(s) with the requestor is often required during the development and production of proofs and deliverables to assist customers with understanding and visualization of completed products.
- 6.3.4 All design and production deliverables shall meet requested requirements such as proper file type, size, and color composition for intended output such as print, or web based. USFA/FEMA/DHS branding guidelines shall be followed for all design deliverables. Accessible, 508-compliant versions shall be created for all final electronic format deliverables. A thorough quality review shall be completed before proof and final product delivery. All completed products shall meet requester's requirements and satisfaction.
- 6.3.5 The Contractor shall work with and consult with the COR on design projects and design proofs shall be reviewed and approved by the COR prior to customer review and final production unless otherwise specified by the COR.
- 6.3.6 The Contractor shall present all final design projects for review and approval by the COR prior to customer delivery unless otherwise specified by the COR.
- 6.3.7 The Contractor shall provide photographic services including official studio portraits, passports, limited on-campus location photo shoots and still photographs for use in publications, posters, exhibits, displays, presentations and online materials. Photo release forms shall be obtained, managed and archived as needed.
- 6.3.8 The Contractor shall maintain, update and manage a digital USFA photo library as needed.
- 6.3.9 The Contractor shall maintain a work order/project database to include job numbers, job descriptions, dates, production time, project supply/material usage, and archival locations for final files.
- 6.3.10 The Contractor shall maintain, update and manage an efficient archive and backup system for all design and media production projects.
- 6.3.11 The Contractor shall maintain and keep current a material supply tracking/inventory list and inform the COR when a supply order is necessary.

6.4 Standard Operating Procedures (SOPs)

The PMPC's SOPs describe currently utilized workflow practices and processes, point of contacts (POCs), forms, specifics of Government internal routing and approval procedures, etc. associated with the performance of PWS tasks. The Contractor shall update and maintain SOPs, which may include proposed changes for purposes of increasing the effectiveness and efficiency of support provided, that detail all aspects of Tasks 6.1 through 6.3 above.

Updated SOPs shall be provided to the COR for review/approval within one (1) year of contract award. Thereafter, the Contractor shall review and update the SOPs annually throughout the period of performance.

7. Deliverables Table

ITEM	PWS REFERENCE	DELIVERABLE / EVENT	DUE BY	LEAD
1	Section 5	Monthly Report delivered to the COR electronically	5 th of the month	Contractor
2	Section 5	Scheduled Meetings	Monthly	As determined by COR
3	Sections 6.3 & 6.3	Graphic design, design proofs and production support*	Specific to each task	Contractor
4	Section 6.4	Updated SOPs	Within one (1) year after award and updated annually	Contractor / COR

**Please note: On more complex projects, turnaround time will be established based on project scope, client needs and current office workload at the time the request is submitted. COR will be consulted and will approve projected due dates on such projects.*

8. Performance Requirements Summary (PRS)

The PRS establishes key elements of Contractor performance that represent “mission essential” service requirements, which are identified in the table below in the “Service Output” column. The “Performance Objective” column represents the standard against which Contractor performance will be measured in relation to accomplishment of the corresponding service output. The performance objective or “standard” describes the minimum acceptable level of service by the Contractor for satisfactory performance. The “Acceptable Quality Level (AQL)” column displays the maximum allowable deviation from the performance objective, which, if exceeded, evokes the negative incentive specified in the table below.

<i>Service Output</i>	<i>Performance Standard</i>	<i>Acceptable Quality Level (AQL)</i>	<i>Method of Surveillance</i>	<i>Performance Incentive/Disincentive</i>
1. Schedule – Timeliness of deliverables	<p>All task order deliverables will be delivered to the Government by the due dates established in the task order.</p> <p>The following deliverables will be tracked and monitored for timely delivery:</p> <ul style="list-style-type: none"> • Monthly report • Graphic design, design proofs and production support • Updated SOPs 	<p>98%</p> <p>No more than 2% of deliverables shall be delivered late.</p>	<p>100% Inspection:</p> <p>-The COR will track delivery dates</p> <p>Level of Surveillance: Monthly and Annually</p>	<p>Past Performance Incentive: Positive CPARS assessment for Schedule</p> <p>Past Performance Disincentive: Negative CPARS assessment for Schedule</p>
2. Quality of Service – Design of Materials	<p>Design of materials shall meet professional design standards. All completed products shall meet requester's requirements and satisfaction.</p>	<p>95%</p> <p>No more than 5% of design materials not meeting requester's requirements and satisfaction.</p>	<p>Customer Feedback</p> <p>-Review of all design materials meeting requirements and satisfaction</p>	<p>Past Performance Incentive: Positive CPARS assessment for Quality of Service</p> <p>Past Performance Disincentive: Negative CPARS assessment for Quality of Service</p>
3. Management of Key Personnel - Availability	<p>Key personnel, Project Manager or a temporary stand-in in the event the (PM) is unavailable, shall be available to the COR during standard business support hours, and shall respond to a request for discussion or resolution of technical problems within three (3) hours of notification or next business day.</p>	<p>100%</p>	<p>Continuous observation</p>	<p>Past Performance Incentive: Positive CPARS assessment for Management of Key Personnel</p> <p>Past Performance Disincentive: Negative CPARS assessment for Management of Key Personnel</p>

9. Acceptance Criteria

The following general quality measures will be applied to each work product received from the Contractor under this PWS.

- Accuracy – Work products shall be accurate in presentation, technical content, and adherence to accepted elements of style including USFA Branding and Style Guide.
- Consistency to Requirements – All work products must satisfy the requirements of this PWS.
- Timeliness – Work products shall be submitted on or before the due date specified or submitted in accordance with a later scheduled date determined by the Government.

10. Contractor Personnel

The Contractor shall propose qualified Contractor personnel to perform all requirements specified in the PWS.

The Contractor must have the ability to work in a dynamic, fast-paced, and challenging environment. Contractor personnel working under this contract will be required to pass a Federal Government background check (or security clearance – Public Trust). The Contractor personnel may interface with agency senior officials, internal staff and employees; and other supportive contracted staff, at all levels, therefore, the Contractor personnel must be flexible and adaptable to changes and customer service expertise.

The Contractor is responsible for establishing policy and procedures regarding contract personnel physically reporting to NETC when NETC is closed or under a delayed opening due to hazardous weather versus telework as GFE includes laptop computers. The Contractor's On-site Project Manager is responsible for ensuring work assignments are completed in accordance with scheduled due dates.

Identification of Contract Staff:

- a. In accordance with Federal Acquisition Regulation (FAR) Title 48, Code of Federal Regulations, Section 37.114(c), all contract staff must identify themselves as a contract employee on all correspondence, business cards, when answering the telephone, voice mail greetings and messages, introductions to groups, etc.
- b. In accordance with paragraphs 5.a.-5.c. of FEMA Directive 262-2, Information Transmitted via E-Mail, dated November 29, 2010, every FEMA Contractor must identify himself or herself as a contract employee in all e-mail transmissions.

11. Government Furnished Property (GFP) & PII Sharing

To accomplish the tasks outlined in this contract, FEMA will provide the Contractor to the FEMA Enterprise Network by way of FEMA laptop issuance. The PII data elements that the Contractors will have access to are the first name, last name, email addresses, and work telephone numbers of FEMA employees.

The information sharing outlined in this contract is authorized in the following System of Records Notice DHS/ALL-014 Department of Homeland Security Personnel Contact Information March 16, 2018 83 FR 11780 and Routine Use F of DHS/ALL-014 Department of Homeland Security Personnel Contact Information March 16, 2018 83 FR 11780, The information sharing outlined in this contract is covered in the following Privacy Impact Assessment(s): PIA DHS/ALL-015 Web Portal, PIA DHS/ALL-059 Employee Collaboration Tool.

The Contractor will limit access to the PII provided by FEMA under this contract only to the Contractor's authorized personnel who need to know the information to accomplish the tasks outlined in this contract.

The Contractor shall ensure no computer matching, as that term is defined in 5 U.S.C. § 552a(o), will occur for the purpose of establishing or verifying eligibility or compliance as it relates to cash or in-kind assistance or payments under federal benefit programs.

If at any time during the term of this contract any part of FEMA PII, in any form, that the Contractor obtains from FEMA ceases to be required by the Contractor for the performance of the contract, or upon termination of the contract, whichever occurs first, the Contractor shall, within fourteen (14) days thereafter, promptly notify FEMA and securely return PII to FEMA, or, at FEMA's written request destroy, un-install and/or remove all copies of such PII in the Contractor's possession or control, and certify in writing to FEMA that such tasks have been completed.

FEMA Contractor personnel shall be provided with FEMA issued laptops for official government business use only. Network access and internet connectivity shall be provided to the Contractor. The Government will provide hardware and/or software during the period of performance to the Contractor to complete assigned tasks. Additionally, the Government will furnish all materials, equipment, facilities and supplies necessary to fulfill the requirements of this contract.

12. Period of Performance

The Period of Performance shall consist of a one (1) year Base Period and four (4) one-year Option Periods as follows:

Base Period:	October 1, 2021 through September 30, 2022
Option Period One:	October 1, 2022 through September 30, 2023
Option Period Two:	October 1, 2023 through September 30, 2024
Option Period Three:	October 1, 2024 through September 30, 2025
Option Period Four:	October 1, 2025 through September 30, 2026

13. Place of Performance & Coverage Requirements

The Government provides adequate space for all operations of the PMPC on the NETC campus at 16825 South Seton Avenue, Emmitsburg, MD 21727. The Publications Center is located in Building N/Room N-216, and the Media Production Area is located in Building R/Room 105. This location allocation of space at the NETC is subject to change and shall be determined solely by and in accordance with the needs of the Government.

The Media section is staffed from 8:30 a.m. – 5:00 p.m. and the Publications section is staffed from 7:30 a.m. – 5:00 p.m. with staggered lunchtime shifts for coverage between the hours of 11:30 a.m. – 1:30 p.m. as this is when on-campus students often visit the Publications section "storefront". The flextime coverage requirements also required in the Publications Center are outlined in Task 6.1.7. Onsite support typically is the norm while telework is an option if the NETC is closed for business or for unforeseen circumstances or potentially if the NETC is operating under reduced capacity restrictions. Contractor travel shall not be required for this requirement.

14. Contract Type

This shall be a firm-fixed price (FFP) stand-alone contract.

15. Other Requirements

Accessibility Requirements (Section 508)

Section 508 of the Rehabilitation Act, as amended by the Workforce Investment Act of 1998 (P.L. 105-220) requires that when Federal agencies develop, procure, maintain, or use electronic and information technology (EIT), they must ensure that it is accessible to people with disabilities. Federal employees and members of the public who have disabilities must have equal access to and use of information and data that is comparable to that enjoyed by non-disabled Federal employees and members of the public.

All EIT deliverables within this work statement shall comply with the applicable technical and functional performance criteria of Section 508 unless exempt. Specifically, the following applicable EIT accessibility standards have been identified:

Section 508 Applicable EIT Accessibility Standards

36 CFR 1194.21 Software Applications and Operating Systems, applies to all EIT software applications and operating systems procured or developed under this work statement including but not limited to government off-the-shelf (GOTS) and commercial off-the-shelf (COTS) software. In addition, this standard is to be applied to Web-based applications when needed to fulfill the functional performance criteria. This standard also applies to some Web-based applications as described within 36 CFR 1194.22.

36 CFR 1194.22 Web-based Intranet and Internet Information and Applications, applies to all Web-based deliverables, including documentation and reports procured or developed under this work statement. When any Web application uses a dynamic (non-static) interface, embeds custom user control(s), embeds video or multimedia, uses proprietary or technical approaches such as, but not limited to, Flash or Asynchronous JavaScript and XML (AJAX) then 1194.21 Software standards also apply to fulfill functional performance criteria.

36 CFR 1194.24 Video and Multimedia Products, applies to all video and multimedia products that are procured or developed under this work statement. Any video or multimedia presentation shall also comply with the software standards (1194.21) when the presentation is through the use of a Web or Software application interface having user controls available.

36 CFR 1194.31 Functional Performance Criteria, applies to all EIT deliverables regardless of delivery method. All EIT deliverable shall use technical standards, regardless of technology, to fulfill the functional performance criteria.

36 CFR 1194.41 Information Documentation and Support, applies to all documents, reports, as well as help and support services. To ensure that documents and reports fulfill the required 1194.31 Functional Performance Criteria, they shall comply with the technical standard associated with Web-based Intranet and Internet Information and Applications at a minimum. In addition, any help or support provided in this work statement that offer telephone support, such as, but not limited to, a help desk shall have the ability to transmit and receive messages using TTY.

Section 508 Applicable Exceptions

Exceptions for this work statement have been determined by DHS and only the exceptions described herein may be applied. Any request for additional exceptions shall be sent to the COR and determination will be made in accordance with DHS MD 4010.2. DHS has identified the following exceptions that may apply: 36 CFR 1194.3(b) Incidental to Contract, all EIT that is exclusively owned and used by the Contractor to fulfill this work statement does not require compliance with Section 508. This exception does not apply to any EIT deliverable, service or item that will be used by any Federal employee(s) or member(s) of the public. This exception only applies to those Contractors assigned to fulfill the obligations of this work statement and for the purposes of this requirement, are not considered members of the public.

Section 508 Compliance Requirements

36 CFR 1194.2(b) (COTS/GOTS products), When procuring a product, each agency shall procure products which comply with the provisions in this part when such products are available in the commercial marketplace or when such products are developed in response to a Government solicitation. Agencies cannot claim a product as a whole is not commercially available because no product in the marketplace meets all the standards. If products are commercially available that meet some but not all of the standards, the agency must procure the product that best meets the standards. When applying this standard, all procurements of EIT shall have documentation of market research that identify a list of products or services that first meet the agency business needs, and from that list of products or services, an analysis that the selected product met more of the accessibility requirements than the non-selected products as required by FAR 39.2. Any selection of a product or service that meets less accessibility standards due to a significant difficulty or expense shall only be permitted under an undue burden claim and requires authorization from the DHS Office of Accessible Systems and Technology (OAST) in accordance with DHS MD 4010.2.