

**U.S. Department of Homeland Security
U.S. Customs and Border Protection
Office of Trade**



**Statement of Work (SOW) for
Intellectual Property Rights (IPR)
and Green Trade
Social Media Sponsored Advertisements Campaign**

1 BACKGROUND

U.S. Customs and Border Protection (CBP) is the unified Border agency within the Department of Homeland Security (DHS) charged with the management, control, and protection of the nation's borders at and between official ports of entry. CBP is mandated to keep terrorists and terrorist weapons out of the country while enforcing hundreds of U.S. laws. CBP processes travelers, reviews shipping containers and vehicles, and prevents the importation of illegal or questionable products that violate Intellectual Property Rights (IPR).

CBP's Office of Trade (OT) directs the development and implementation of trade laws, as well as trade policies and regulations that are administered by CBP, including the prevention of the importation of illegal or questionable products that have negative environmental impacts and infringe on legitimate trade in goods.

In Section 311 of the Trade Facilitation and Trade Enforcement Act (TFTEA) of 2015 it calls for the development and execution of an educational awareness campaign aimed at informing consumers about the many negative impacts of importing IPR infringing merchandise, specifically the legal, economic, environmental and public health and safety implications of these counterfeit items by CBP.

CBP's Green Trade Strategy governs the agency's efforts to combat climate change and environmental degradation in the context of the trade mission while strengthening existing enforcement activities against environmental trade crimes, and other violations of environmental laws and regulations (like IPR and forced labor violations) that have a nexus to environmental crimes and unsustainably produced goods.

OT requests for support services with social media expertise to assist with the education of the public on CBP's IPR work, the harms caused by purchasing counterfeits, and urging consumers to avoid purchasing of infringing goods; as well as, social media campaign design, development and implementation expertise to educate the public and raise consumer awareness about the legal, social, human and animal rights, health and safety, and economic costs associated with environmental crimes in supply chains and imports of illegally and unsustainably sourced natural and environmental resources.

There are no specific security classification level requirements associated with this procurement action. Information is deemed unclassified.

2 SCOPE

The scope of the contract includes conducting research activities related to target audiences and social media advertising alternatives, providing advice, creative design, and professional marketing expertise to the government, circulating government-approved advertisements on various online-based platforms, monitoring performance of advertisements with the objective to achieve the greatest return on the government's advertising investments, and creating and developing advertisement content.

The services required constitute professional and management services within the definition provided by FAR 37.201. The Contractor shall provide the required services, materials, and strategic counsel necessary to support the work required of the SOW.

3 DEFINITIONS

For the duration of the contract, the following products are defined as:

Media Plan: The encompassing plan of campaign objectives, strategy, schedule, etc.

Burn Chart: The reconciliation of projected costs versus actual costs.

Edit Log: A listing of all work done during each month of the period of performance to include the date the work was started and completed as well as the date that CBP content goes live on platforms.

4 TASKS

The Contractor shall leverage its knowledge and anticipate program needs to the greatest reasonable extent towards achieving the greatest return on the government's advertising investments for both advertisement campaigns (Green Trade and IPR). The Contractor's services shall include:

4.1 Task Area 1: Green Trade "Environmental Crimes" Advertising Campaign

4.1.1 Strategic Communications Plan

The Contractor shall develop a strategic communications plan for OT's Green Trade "Environmental Crimes" advertisement campaign.

The strategic communications plan for the OT "Environmental Crimes" advertisement campaign shall focus on raising consumer awareness about the legal, social, human and animal rights, health and safety, and economic costs associated with environmental crimes in supply chains and with imports of illegally and unsustainably sourced natural and environmental resources that also violate U.S. and international laws (e.g. wildlife trafficking; illegal, unreported and unregulated (IUU) fishing; pollution; illegal mining; illegal logging/deforestation, etc.)

The first year of the contract for task area one (1) shall focus on developing the strategic communications plan and designing and developing the individual advertisements for the OT "Green Trade Environmental Crimes" campaign. The option years of the contract shall focus on implementation of the advertisement campaign the Contractor develops in year one. The strategic communications plan shall include, but is not limited to:

- A five-year media plan to include recommendations for creative digital and internet-based approaches, such as social media advertisements, radio advertisements, or any other multi-media tools (to be adjusted as determined necessary by research and feedback from the contractor).

- Target audience research.
- Communication strategies that are targeted to effectively engage the different key stakeholders and target audience and the methods to engage stakeholders/target audience in raising the visibility and awareness of Green Trade.
- A proposal for a communications toolkit for OT's Green Trade staff use.
- A five-year proposed campaign strategy, including potential imagery, messaging, logos, branding, taglines and themes for advertisements and for how to best use them (to be adjusted as determined necessary by research and feedback from the contractor).
 - o The Contractor shall provide brand development and graphic design to produce advertising products such as logos, taglines, full advertisements for Green Trade's "Environmental Crimes" advertisement campaign.
 - o The Contractor shall recommend multimedia content to include products such as posters, flyers, videos, and other materials as necessary to support strategic communications and engagement. The government shall review suggestions of multimedia content and determine which content the Contractor shall produce. The products shall be clear and appealing using best practices, document design principles, high-resolution imagery and other fundamental concepts of effective communication.
 - o The Contractor shall provide professional graphic design support services to plan, analyze, create, and update communications and outreach materials that meet CBP's communication requirements using a variety of methods such as color, type, illustration, photography and animation.
 - o The Contractor shall create and update various print and layout techniques and produce displays and communication materials, to include but not limited to brochures, posters, fact sheets, videos, toolkits, pamphlets, signage schemes, and/or videos. All materials shall be informative and educate consumers on Green Trade. Video themes shall be discussed with the PMO and shall be of high quality and professionalism.
 - o The Contractor shall provide translation of media content into multiple languages as directed by the COR.
 - o All materials created by the Contractor shall belong to CBP and shall be provided to the COR and PMO in formats as directed by CBP to be discussed prior to creation of materials.

- The Contractor shall submit a draft of branding and multimedia materials in accordance with the timeline developed for the strategic communications plan.
 - All products and materials created under this task area shall be approved by the COR and PM.
 - The Contractor shall provide occasional printing services for these materials as directed by the COR. The request for printed materials may not occur within the first year of the contract, since the first year of the contract for this task area is developing the strategic communications plan.
- Timeline for implementation of each milestone (to be adjusted as determined necessary by research and feedback from the contractor).
 - List of targeted times during the year to run advertisements for maximum reach (to be adjusted as determined necessary by research and feedback from the contractor).

The Contractor shall submit a draft strategic communications plan to the COR and Program management Office (PMO) designees within thirty (30) days of the contract kickoff meeting via email in an editable format that is approved by the COR and PMO. The Contractor shall respond to the government's comments within three (3) business days after receipt.

The Contractor shall submit the final strategic communications plan to the COR and PMO sixty (60) calendar days prior to the End of Campaign Debriefing meeting. The strategic communications plan shall be considered a draft, and to be reviewed and updated monthly until the final strategic communications plan is submitted.

Please note that any government approvals for task area one (1), the Green Trade "Environmental Crimes" advertisement campaign will require five (5) business days to process.

4.2 Task Area 2: IPR "Truth Behind Counterfeits" Advertising Campaign

4.2.1 Research and Create Media Plan

The Contractor shall conduct demographic, industry, and social media research to ascertain key media audiences for the sponsored advertisement campaign and make recommendations to improve the return on investment for IPR awareness advertising. The Contractor shall deliver a media plan for CBP approval 30 calendar days after the kickoff meeting, that incorporates the research results and, when implemented, will achieve maximum exposure and high level of recognition among the target audience.

The Media Plan shall include, but not be limited to (*See Attachment A – Example*

Media Plan):

- Target audience research
- Proposed campaign strategy
- Timeline for customized advertisement development milestones and schedules
- Advertisement inventory of all images and advertisement copy
- Advertisement placement schedule that shows proposed advertisement placements by month, platform, and budgeted spending thresholds

4.2.2 Implement the Media Plan

The Contractor shall place advertisements provided or approved by CBP. A sample of these pre-developed advertisements are included as an example (See Attachment B – Sample Social Media Ad Images Inventory). The Contractor shall obtain the CBP's written approval, via email, on the Media Plan before placing any media buys or implementing any changes. The Contractor shall first receive approval from CBP representatives before implementing any recommended changes to the Media Plan. The Contractor shall seek to obtain the best possible negotiated media price for advertising while implementing the Media Plan. The Contractor shall monitor advertisement performance weekly and inform the government at the monthly meeting on status changes or recommend adjustments to achieve metrics in the Media Plan.

The Contractor shall place the sponsored advertisements on approved social media platforms based on the government-approved Media Plan. All updates to media buys must be approved in writing from CBP. The Contractor shall notify the COR, PM and any designated alternate once advertisement placement changes have been implemented no later than one (1) business day after implementation, capture the changes in the monthly status report and the End of Campaign debriefing along with the updated metrics and performance reporting to evaluate the effectiveness of the campaign.

CBP intends to review and possibly update the Media Plan in collaboration with the Contractor to reflect trends, environment, and policies at the monthly meeting. The Contractor shall be responsible for documenting the updates into a revised Media Plan.

For example, if changes to advertisement placements are made in the monthly status and review meeting, the Contractor shall be responsible for updating the Media Plan, submitting the Media Plan for government approval, and then carrying out those documented and approved changes. The Contractor shall deliver the updated Media Plan no later than three (3) business days following the monthly meeting to the government for approval. CBP intends to review and approve the updated Media Plan three (3) business days after receipt from the Contractor. Upon receipt and confirmation of latest approved, the Contractor shall have three (3) business days to implement the updated

advertisement placement strategy. Therefore, any change to advertisement placement may take as long as nine (9) business days to become effective.

4.2.3 Prepare Advertisements for Placement

The Contractor shall provide graphic design services to include, but not limited to, formatting the pre-approved IPR advertisements for normal advertisement placement, stories, and/or reels on multiple social media platforms. The updated advertisements shall be submitted for written approval via email and sent back to CBP via large file transfer application to the COR, PM, and any designated alternates no later than 30 calendars days from the kickoff meeting.

Alternatively, CBP, at its discretion, may provide government furnished equipment to facilitate file sharing and related activities. Any changes to the advertisements determined to be needed throughout the contract shall be provided for government approval no later than three (3) business days. The government will review and provide approval no later than five (5) business days.

4.2.4 Radio Advertisement [Contract Option Line Item]

The Contractor shall design and format radio advertisement(s) that shall communicate CBP messaging to consumers, with the goal of raising awareness about the dangers of counterfeit goods. The voice commercial advertisement(s) shall be between 15 and 60 seconds, dependent on the intent (e.g., educational, awareness, etc.) of the specific radio advertisements to be developed, however each shall capture the tone and messaging consistent with the overall goals of the campaign.

The advertisement(s) shall be submitted for written approval via email and/or a large file transfer application to the COR, PM, and any designated alternates no later than the date and time established in the revised Media Plan. Following CBP's initial internal review of advertisements, the government will process the materials through CBP's Office of Public Affairs (OPA) Publication Branding Review Board (PBRB) before advertisements may be placed for public view. The government will be responsible for CBP approvals prior to placement of advertisements. Any changes to the advertisements determined to be needed shall be provided for government approval no later than three (3) business days. The government will review and provide approval. The Contractor shall then release the advertisement per the Media Plan.

4.3 Reporting

4.3.1 Monthly Status Report

The Contractor shall provide a monthly status report for each task area: task area one (1): Green Trade's "Environmental Crimes;" and task area (2): IPR's "Truth Behind Counterfeits", due to the designated CBP points of contact no later than five (5) business days after the end of the month. The monthly status reports shall report on the goals of each individual advertisement campaign

(Green Trade and IPR) with a summary of results in each Monthly Status Report (See Attachment 3 – Example Monthly Reporting Template). Key performance indicators (KPIs) or marketing analytics to include, but not limited to, engagement rate, sentiment analysis, conversion rate, and acquisition rate. During the monthly reporting period, CBP and the Contractor shall assess performance of the advertisements on each platform and projected versus actual costs.

Monthly status reports shall include, but not limited to:

- Monthly analysis overview of any key findings regarding advertisement performance and strategy,
- Impressions garnered over the entire period of performance,
- Burn Chart review of projected rate of ad spending vs the actual rate of ad spending review (the format and frequency determined by mutual agreement),
- Advertisement placement status and schedule for the following month, targeted events, and status on new advertisement developments,
- Month Over Month Impressions for each platform,
- Performance Summary (analysis advertisements on each individual platform),
- Total Impressions for each advertisement for each platform,
- Reach per month for each platform,
- Total link clicks and click-through rates for each advertisement for each platform,
- Age and Gender demographics for each advertisement for each platform,
- Top three performing Advertisements for each platform (based on impressions),
- Edit Log*

*The Edit Log: The Contractor shall be responsible to maintain an “Edit Log” for each advertisement campaign (Green Trade and IPR) that records the date of edit, platform specific content that needs the edit, and a list of edits/revisions made to the supplied advertisement or previously approved deliverable, and the date that the content is posted on the platforms. The Contractor shall ensure that all edits are consolidated into one document (per advertisement campaign: Green Trade and IPR) and separated by social media platform. The Edit Logs shall be sent with the Monthly Status Reports to the COR, PM and designated alternates.

4.3.2 Monthly Meeting

The Contractor shall schedule two monthly meetings (one for the IPR advertisement campaign and another for the Green Trade advertisement campaign), during the second week of the month, to review the status of each campaign, advertisements, and project’s progress*. The monthly meeting shall review the materials provided in the monthly status reports, discuss the metrics for the previous month, raise any concerns or advertisement placement issues,

mention needed adjustments each month to optimize the campaign, and ask any questions that either party may have. The Contractor shall work with CBP to find a date and time that works for everyone to meet and send out the meeting invitations.

* The Contractor shall address progress with the Strategic Communications Plan during the Green Trade Monthly Meeting for the first year of the contract.

4.3.3 Mid-Campaign Review Report and Meeting

The Contractor shall schedule a mid-campaign review meeting* for each advertisement campaign (Green Trade and IPR), halfway through the period of performance. The mid-campaign review meeting shall also include a report for each advertisement campaign (Green Trade and IPR) to CBP outlining the performance of each advertisement campaign, to date, five (5) business days prior to the meeting. The reports shall include an overall analysis, all monthly metrics in a cumulative form, updated advertisement spend, and all other key performance indicators of the campaign. In the mid-campaign review meetings, the Contractor shall present on the materials provided in the mid-campaign review reports, discuss the metrics for each advertisement campaign (Green Trade and IPR) to date, raise any concerns or advertisement placement issues, mention needed adjustments to optimize the remainder of the campaign, and ask any questions that either party may have. The Contractor shall work with CBP to find a date and time that works for everyone to meet and send out the meeting invitations.

*The mid-campaign review report for the Green Trade advertisement campaign the first year may include different information than the option years because there may not be any advertisements live to provide metrics on. CBP and the Contractor shall discuss what the mid-campaign review report may include during the first couple of monthly meetings after the award of the contract.

4.3.4 End of Campaign Debriefing

The Contractor shall participate in an End of Campaign Debriefing and provide an End of Campaign Report* for each advertisement campaign (Green Trade and IPR).

- a) The final campaign reports for each advertisement campaign (Green Trade and IPR) shall summarize the complete Media Plan effectiveness, to include the advertising placed during the period of performance and include a written discussion and analysis of the results. The report shall show the monthly cost of placing the advertisements each month and the final metrics for each platform the advertisements were displayed including any graphs, tables, or other visuals to accompany a written analysis. The report should be received by CBP three (3) business days prior to each End of Campaign Debriefing meeting.

- b) The Contractor shall arrange two meetings the second week of July, for the purpose of CBP and the vendor to agree to the metrics to be included in the Final Campaign Reports.* For each final report, the Contractor shall research and report on all engagement metrics, such as: “re-tweets”, comments on the advertisements, “likes” or “dislikes”, etc. and include, at a minimum:
- What advertising was performed (which advertisements were run in which markets)?
 - Where and when were each of the advertisements placed?
 - What were the total costs by platform?
 - What was the reach, engagement, or sentiment before the campaign?
 - What was the reach, engagement, or sentiment after the campaign?
 - Were the goals of the campaign achieved and if not, why?
 - What were the positive and negative results?
- c) The Contractor shall host an End of Campaign Debriefing meeting* for each advertisement campaign (Green Trade and IPR) during the last 30 days of the period of performance. During the End of Campaign Debriefing meetings, the Contractor shall discuss metrics and comparative analysis of the advertisements and advertisement placements and return on investment assessment for each individual social media platform used through the duration of the campaign. The Contractor shall provide a PDF report and a visual presentation to the government (3) business days prior to the End of Campaign Debriefing meeting.

*The End of Campaign Debriefing and End of Campaign Report for the Green Trade advertisement campaign may include different information the first year of the contract since the Green Trade advertisement campaign will likely not have any live advertisements until the first option year of the contract. CBP and the Contractor shall discuss what information should be included in the end of campaign debriefing and report at the mid-campaign review meeting.

4.4 Formatting of Deliverables and Section 508 Compliance

The format of required files shall include, but not limited to, the Microsoft Suite (e.g. Microsoft Word, Microsoft Excel, Microsoft PowerPoint), and Adobe tools (e.g. Illustrator, In Design). All materials produced that are intended for public or government stakeholders for web content, digital channel, or email shall be Section 508 compliant. The Contractor shall ensure all electronic deliverables are Section 508 compliant.

4.5 Project Management

The Contractor shall provide administrative support services, including strategic advice and coordination in the execution of the deliverables. The Contractor shall:

1. Update presentations of advertisements being placed along with the native and final files;
2. Provide strategic advice on matters related to the SOW;
3. Create and produce a detailed project schedule with task delivery milestones and provide monthly updates to the schedule in the monthly status report;
4. Provide meeting materials, read-aheads, or any other meeting materials no later than three (3) business days prior to meeting;
5. Provide all meeting materials and meeting minutes to the COR and PM or designated alternate no later than three (3) business days of the meeting;
6. Coordinate efforts to meet schedule objectives related to execution of the SOW;
7. Include the CBP points of contact and other team members as requested on all meeting invitations;
8. Manage the revision cycles, project schedule and inform the government of any delays or risk to the Media Plan or project schedule that may result from additional reviews;
9. Provide the Monthly Status report to include accomplishments (achieved and upcoming); evaluations of advertising efforts to include metrics; advertising services status; recommendations and summary of research conducted; any issues and recommendations for resolving; report on deliverables progress; and
10. Ensure all files are transferred to the government in time for review and in advance of meetings which may include transfer via email, or another approved delivery format.

4.6 File Transfer Application

The Contractor shall propose large file transfer application(s) for CBP and the Contractor to send and receive large files for CBP approval.

5 DELIVERABLES AND DELIVERY SCHEDULE

The Contractor shall only use CBP branding on all deliverables and all deliverables must be accepted in writing (e.g. email) by the COR, PM, and any designated alternates. The Contractor shall be responsible for producing, maintaining, and informing the government of delays or risks that may occur over the course of the SOW that impact objectives or key timelines as soon as they become aware of these impacting incidents.

The Contractor shall provide the following deliverables:

Deliverable	Due	Action
Task Area 1 Kickoff meeting	To be held not later than 10 business days after award	CBP will set meeting and send the invitation
Task Area 2 Kickoff meeting	To be held not later than 10 business days after award	CBP will set meeting and send the invitation

CBP Statement of Work – IPR and Green Trade Sponsored Media Ad Campaign

Draft Strategic Communications Plan	No later than 30 calendar days after Kickoff Meeting	Contractor will email to COR and PM or designated alternate
IPR Media Plan	No later than 30 calendar days after Kickoff Meeting	Contractor will email to COR and PM or designated alternate
Finalized formatting of CBP-provided Advertisements	No later than 30 calendar days after Kickoff Meeting	Contractor will send to COR and PM or designated alternate (via large file transfer application)
Monthly Status Reports	No later than 3 business days before the monthly meeting	Contractor will email to COR and PM or designated alternate
Green Trade Monthly Meeting	Within the second week of the month	CBP will set meeting and send the invitation
IPR Monthly Meeting	Within the second week of the month	CBP will set meeting and send the invitation
Meeting Materials (for monthly meetings and ad-hoc special issue meetings)	No later than 3 business days before meeting	Contractor will email to COR and PM or designated alternate
Meeting Minutes and Materials (for monthly meetings and ad-hoc special issue meetings)	No later than 3 business days after monthly meeting	Contractor will email to COR and PM or designated alternate
Notification of Advertisement placement	No later than 1 business day after advertisement has been published	Contractor will email to COR and PM or designated alternate
Mid-Campaign Review Reports	Five (5) business days prior to the scheduled mid-campaign review meeting	Contractor will email to COR and PM or designated alternate
Mid-Campaign Review Meetings	To be scheduled halfway through the period of performance	Contractor will set meeting and send invitation.
End of Campaign Report Preparation Meetings	To be scheduled during the second week of July	Contractor will set meeting and send invitation
Final Strategic Communications Plan for Green Trade	No later than 60 calendar days prior to the End of Campaign Debriefing	Contractor will email to COR and PM or designated alternate

End of Campaign Reports	No later than 3 business days prior to End of Campaign Debriefing	Contractor will email to COR and PM or designated alternate
End of Campaign Debriefings	To be scheduled during the last month of the contract	Contractor will set meeting and send invitation
Provide Closeout Materials	No later than 3 business days before the end of the Performance Period	Contractor will send to COR and PM or designated alternate (via large file transfer application)

6 PLACE OF PERFORMANCE

The majority of work to be performed shall be performed at the Contractor's site with potential attendance at meetings in CBP facilities or another government building located in the Washington, DC area.

Although travel is not anticipated, the Contractor may be required to travel outside the Washington, DC metropolitan area in support of the contract. The Contractor shall be reimbursed for Government approved travel at the rates provided in the Federal Travel Regulations (FTR- www.gsa.gov/fttr) for long distance travel only. Travel shall be reimbursable to the extent authorized in advance by the COR in writing at least 30 calendar days before the travel start date.

7 PERIOD OF PERFORMANCE

The initial Period of Performance (POP) for this contract is September 25, 2024 through September 24, 2025, with any additional options years. The Contractor shall be available throughout the performance period to discuss any campaign issues or concerns and shall hold scheduled monthly meetings to review the status reports.

All advertisements shall cease running ten (10) calendar days prior to the end of the POP. A final report of culminative statistics shall be delivered five (5) calendar days prior to the end of the POP and a closeout meeting shall be scheduled three (3) business days prior to the end of the POP.

8 PERSONNEL

The Contractor shall report all personnel working on this contract to the government, as well as anytime there are personnel changes. The Contractor shall have all personnel sign a Non- disclosure Agreement (*See Attachment 6 - DHS Form 11000-6*) before personnel is allowed to work on this contract. CBP reserves the right to approve any changes in personnel assigned to this project after the contract has been awarded.

9 GOVERNMENT FURNISHED EQUIPMENT

The Government may provide contractor personnel, upon approval by the COR, with equipment as necessary to the Contractor to perform some or all of the work as specified in the contract. The furnished property will be delivered to the Contractor in an “as is” condition. The Contractor is directly responsible and accountable for all Government

property in accordance with the requirements of the contract. This includes Government property in the possession or control of a subcontractor. This property shall only be used for authorized work under the Task Order and for no other purposes. The Contractor shall not use this property to store or transmit personal data and information. All CBP Information Technology and access security policies and procedures in accordance with the “Information Systems Security Policies and Procedures handbook (HB 1400-05C)” apply to the use of this property.

The Contractor shall be responsible for the loss of or damage to any Government Property.

In order to issue Government Furnished Equipment (GFE), the additional requirements must be satisfied by the Contractor, including but not limited to the following:

If provided GFE, Contractor personnel may have access to sensitive but unclassified information. Additionally, for some tasks, contractor personnel may have access to law enforcement sensitive information.

SECURITY

The Contractor shall comply with the CBP administrative, physical, and technical security controls to ensure that the Government’s security requirements are met. The Contractor shall not use, disclose, or reproduce data, which bears a restrictive legend, other than as required in the performance under this SOW. The Contractor has the responsibility to maintain knowledge of current security standards through communication with COR or Contracting Officer/Specialist assigned to this contract or its subsequent task orders.

BACKGROUND INVESTIGATIONS

All contractor personnel and those responsible (“contractor personnel”) to the prime contract shall sign a Non-Disclosure Agreement (NDA) before reviewing information associated with this SOW and its task orders.

A CBP Tier 4 provisional (limited) or full background investigation (BI) is required to perform the activities described in this SOW and task orders to sensitive but unclassified information or law enforcement sensitive information. No other background investigations or clearances, including DHS or DOD, are acceptable.

Contractor personnel requiring access to sensitive but unclassified information or law enforcement sensitive information shall not begin working on the Task order until the limited (provisional) or full background

investigation is completed by CBP. The first stage of the CBP process is a limited or provisional BI process and averages 120 days to obtain. The second stage of the process is obtaining the full BI and averages 90 to 120 days from the date of the limited BI being granted. Not all personnel will receive a limited BI, some BIs will be denied, and others might be required to wait for the full BI to be done. Personnel shall not onboard or be billable until they have a provisional (Limited BI) or full clear (full BI) from CBP. At the time of the RFP, the average time for a candidate to receive a CBP provisional or limited BI is 130 days from the day the forms are received by the COR. It takes another 120 days to receive a CBP full BI. For a candidate denied a CBP provisional BI, the time for adjudication averages 5-7 months.

Reciprocity for DHS, DOD, or any other type of federal BI or clearance is not guaranteed by CBP and is rarely granted. The contractor will be made aware that CBP status if reciprocity has been denied to candidates holding BI or clearances from other agencies. If a contractor presents a candidate, who currently holds a DHS, DOD or other type of federal BI or clearance, CBP Office of Professional Responsibility (OPR) will consider if reciprocity is available. If a contractor presents a candidate who has a past CBP BI, CBP will consider if reciprocity is available. The decision on reciprocity is not guaranteed and is at the sole discretion of CBP OPR. OPR rarely grants reciprocity for any type of BI or clearance including past CBP BI or clearance.

EMPLOYEE IDENTIFICATION

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.). At all times, contractor employees shall display the Government issued visitor badge, in plain view above the waist. The Contractor employees visiting Government facilities shall wear a visitor badge if not assigned to that work area. Visiting Contractor employees shall wear a Government issued visitor badge and comply with all Government escort rules and requirements.

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, ii.18. 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 and that their conduct shall not reflect discredit on the United States or DHS or CBP. The Project Manager shall ensure Contractor employees understand and abide by Department of Homeland Security established rules, regulations and policies concerning safety and security.

